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Business Review

An Exclusive Business Magazine for the Hotel Industry



Business
Rev Up Revenue

Feature
Hospitality Becomes Lean and Healthy

Trend
Trends in Hospitality

F&B
Health Restaurants

Housekeeping
For Best Laundry Results

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Works : Plot No. 345, HSIIDC Industrial Estate , Refinery Road, Panipat- 132140, Haryana (India)

Amitabh Awasthy, CEO & MD
+ 919050009486

Mala Awasthy, Director
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Arjun Awasthy, Vice President
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Wellness tourism has taken a priority in everyone's life and is on rise in India. Wellness travel is not just a holiday; it is beyond experiencing new and exciting destinations. It is also focusing on rejuvenation, relaxation and self-improvement. Cover Story delves on various aspects of health tourism and the facilities that are being offered by the health and wellness spa retreats and resorts.

MICE play an important role in the hospitality industry due to its enormous potential for generating revenue and promoting the property. It thus helps in increasing greater brand exposure and gives the hotel a chance to enhance its reputation and also foster guest loyalty. Business story takes a broad look at the role played by MICE in a hotel's success.

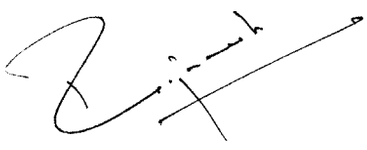
As the business traveller has increasingly become health conscious, they are expecting more health facilities at the properties. A healthy lifestyle for many now includes a visit to gymnasium on a daily basis. Feature story talks about facilities needed for the new-age business traveller when travelling.

Trend story finds that driven by increasing consumer awareness, guests' specific immersive experiences, a deep focus on sustainability and wellness, hospitality industry is poised to elevate operations according to the evolving opportunities.

The growing popularity of healthy foods and drinks in India can be traced to the changing patterns in India's society and, reflected by the profusion of healthy foods and beverages in the sleek super market shelves of Indian cities. F&B Story finds the need for health restaurants in the Indian food service industry.

Laundry is a scientific process which requires utmost care before applying a process on the material being washed. Housekeeping section elaborates on ways of getting the best laundry results and reasons why operators require a little bit of training and a great deal of attention to details.

Other regular sections updates on latest news & reports and people movements within the industry.



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An Exclusive Business Magazine for the Hotel Industry

Publisher cum Editor
Rajneesh Sharma
rajneeshhammer@gmail.com

Resident Editor
Sharmila Chand (Delhi)
Ashok Malkani (Mumbai)

Layout & Design
Hari Kumar V

Production Assistant
Jyoti Gupta

Advertising Sales
Sumesh Sharma

Director Sales
Sanjay Anand
Mobile: +91 9811136837

Director Operations
Rajat Taneja
Mobile: +91 9810315463

Editorial & Advertising Office:

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

E-mail: info@hammer.co.in

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The Mega Trade Fair for the Consumer Goods Industry





"Celebrating Business Together" was the motto of this year's mega trade fair for the global consumer goods industry, consisting of Ambiente, Christmasworld and Creativeworld. There was an increase of ten percent of participants with 4,928 exhibitors from over 170 countries and regions presented their new products on over 360,000 gross square metres.

Around 140,000 visitors from all branches of trade and sales channels were inspired by a wealth of trends and innovations at the biggest event in the history of Messe Frankfurt. As the most international networking and ordering platform, the industry's one-stop shop show provided orientation, inspiration and solutions to current challenges in the market.

This year the expectations were correspondingly high, which were more than fulfilled. The events were characterized by new contacts with purchasing decision-makers, global business contacts and worldwide visitor flows. Internationality has increased: Three out of four trade visitors came to Frankfurt from abroad. With a five percent increase in international visitors compared to the previous year to a current 71 per cent, the mega trade fair topped the previous year's result.

Germany spearheaded the list of visitor nations this year. Italy and China took second and third place in the top five visitor countries, followed by the Netherlands and the USA. Together, they once again emphasised the importance of the leading trade fairs as the world's most international event for the consumer goods industry.

The entire spectrum of the specialised retail trade was represented in Frankfurt. In addition, the three trade fairs attracted well-known major buyers, including Begros, Butlers, Dehner Gartencenter, Dirk Rossmann, dm Drogeriemarkt, Edeka, Fleurop, Globus, Hornbach, Metro and Obi from Germany. Major international buyers included Amazon, Anthropology, Carrefour International, Crate & Barrel, El Corte Ingles, Galleries Lafayette, Fortnum & Mason, Harrods, La Rinascente, Loft, Marks & Spencer, Migros, the Museum of Modern Art, Sainsbury's, Tesco, Walmart and Zara Home.

Major distributors of hotel and catering supplies from all over the world and real estate developers such as Aurelis Real Estate, Deka Immobilien Investment and Lambert Smith Hampton were also in the halls, as were representatives of hotel groups such as Marriott Hotel Holding. The fact that the trade appreciates Ambiente, Christmasworld and Creativeworld as a successful platform is also substantiated by Messe Frankfurt's visitor survey. In terms of satisfaction with the range of exhibits, this year's trade fairs also surpassed last year's: 94 percent of visitors were satisfied with the quality and range of exhibitors compared to 93 percent last year.

Design, digitalisation in retail and production, lifestyle and sustainability, new work and future retail - the global themes of the industry were in the focus of the trade fairs. The supporting programme, restructured into themed days, was a valuable source of inspiration across all target groups. Lectures, special presentations, workshops and guided tours ran consistently through the five days of the trade fair and could be explored in greater depth on the themed days.

With the new Designer Day, a networking event for designers, and the newly created Ambiente Designer title, which will be awarded annually in future, Ambiente is emphasising its global relevance as the quintessential meeting place for the design industry.

With the newly introduced Hotelier's Day, Ambiente is focussing on the hospitality industry and further developing the growth areas of Hospitality and Contract Business. This way, it opens up new business opportunities for industry participants aiming at commercial end consumers. Sustainability was and remains a meta topic of global importance, which the trade fair trio consistently highlighted in all product segments, in the fringe programme and in the overall special interest Ethical Style.

The Future of Work area provided answers to this contemporary question: the curated special show presented solutions for modern working environments. This area not only gave new impetus to office furnishers, but also to many other target groups such as architects, planners and commercial end users such as hotels, the hospitality industry and providers of co-working spaces In addition, the paper, office supplies and stationery brand industry showed suitable offers for commercial office supplies and technology with an expanded presence by three hall levels.

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. Ambiente/Christmasworld: 07-11 February 2025 & Creativeworld: 07-10 February 2025.

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Contact Us

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Office & Showroom:
WZ1, Basai Road, Moti Nagar,
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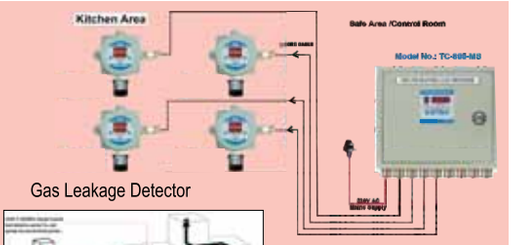
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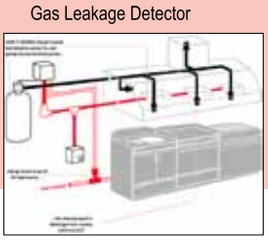
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Puneet Chhatwal President of HAI Takes Over as Chairman of FAITH



The Hotel Association of India (HAI), the apex body of the Indian hospitality industry announced that its President Puneet Chhatwal has taken over as the Chairman of the Federation of Associations in Indian Tourism & Hospitality (FAITH). FAITH is the umbrella body of the National Associations in Indian Tourism and Hospitality representing all verticals of the Industry namely Tour Operators, Travel Agents, Hotels, Transport Operators, Conventions & Exhibition Operators, Restaurants and Tourism Attractions. HAI a founder and core Member played a significant role in the establishment of FAITH in 2013.

Puneet Chhatwal is the Managing Director and Chief Executive Officer of Indian Hotels Company Limited

While Puneet as HAI President is on the board of FAITH, the HAI Executive Committee approved the representation of. K.B. Kachru, Chairman Emeritus & Principal Advisor, South Asia of Radisson Hotel Group, and Vice President HAI as HAI's alternate member in the Federation.

Taking on this additional responsibility, Puneet Chhatwal stated, "I am honoured and humbled to take on the mantle from Nakul Anand. FAITH through its various initiatives will continue to work towards unlocking the full potential of India's tourism and hospitality industry. The sector presents a huge opportunity being amongst the largest employment generators and will be a key pillar to drive sustainable economic growth across the country."

K.B. Kachru emphasized that the alignment among all Industry Bodies is imperative to the sustainable growth of the Sector. FAITH is a reflection and embodiment of a shared vision for the Industry across all stakeholders representing different elements of Tourism.

India's Bloom Hotels Sees a Boost in Revenue with AxisRooms

AxisRooms, a leading hotel distribution technology provider, said India's Bloom Hotels has registered about a 60% spike in its revenue in 2023 vs 2022. The revenue growth is attributed to about 50% more online (OTA) sales via AxisRooms Channel Manager solution's real-time distribution and Revenue Management system's intelligent pricing capabilities.

With 47 properties spread across the width and breadth of India, Bloom Hotels has been providing exceptional service to its guests in line with its philosophy - a great room in the best location at a surprisingly affordable rate. It caters to both leisure and business travellers.

Speaking about their decision to adopt Axis Rooms in 2017, Hemant Verma, Group Revenue Manager, Bloom Hotels, said, "Our objective was to drive online sales, primarily via OTAs. After a few rounds of careful deliberations, we found that AxisRooms Channel Manager fit all our requirements. The speed/efficiency of their Channel Manager tool and intuitiveness of their Revenue Management system were key factors in adopting them."



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Radisson Blu Hotels Awarded

Radisson Blu MBD Noida

Radisson Blu MBD Noida, part of MBD hospitality, proudly has won the prestigious category of 'Best Lifestyle Business Hotel' at the 12th edition of Travel + Leisure India Best Awards 2023. The ceremony held at New Delhi, brought together luminaries from the travel, hospitality, and lifestyle sectors, creating an evening of celebration and recognition. Travel + Leisure India's Best Awards 2023, known for its readers' choice format, honoured Radisson Blu MBD Noida after an extensive voting process conducted online over 60 days.

Ms. Monica Malhotra Kandhari, Managing Director of MBD Group, remarked, "Securing this award in a highly competitive category is genuinely humbling. It highlights the enduring trust and appreciation our guests hold for Radisson Blu MBD Noida. We express gratitude for their ongoing support and eagerly anticipate welcoming them back with heightened warmth and hospitality in the future."



Ms. Sonica Malhotra Kandhari, Joint Managing Director of MBD Group, expressed her elation, stating, "We are delighted and deeply honoured to have been awarded the prestigious 'Best Lifestyle Business Hotel' accolade at the Travel + Leisure India's Best Awards 2023. This recognition serves as a true testament to MBD's unwavering dedication to delivering unmatched hospitality experiences, skillfully blending the realms of luxury and functionality."

Radisson Blu Plaza Delhi Airport

Radisson Blu Plaza Delhi Airport has been presented with 'Best Business Hotel' award for third year in a row at the 12th edition of the Travel + Leisure India Best Awards 2023.

On this success, Ashwni Kumar Goela, Area General Manager, Delhi NCR,Radisson Hotel Group, South Asia & General Manager & Radisson Blu Plaza Delhi Airport said,"We extend our sincere gratitude to our patrons, both domestic and international, as well as the readers of Travel + Leisure India and South Asia, for bestowing this prestigious honour. This accolade is a significant milestone in our continuous efforts. As Radisson Delhi commemorates 25 glorious years of exemplary service to guests worldwide, this achievement stands as a testament to our unwavering dedication."

Club Mahindra Strengthens Presence in Southeast Asia

Club Mahindra, the flagship brand of Mahindra Holidays and Resorts India Limited (MHRIL), has expanded its footprint in Southeast Asia by partnering with resorts in Vietnam and Indonesia to offer rooms to its members. The partnership will offer members access to two exquisite resorts in Vietnam - Citadines Pearl Hoi An, and Citadines



Bayfront - and one in the exotic enclave of Bali, Ayodya Resort.

Over the years, the group has successfully set a strong foothold of resorts across Southeast Asia including Cambodia, Indonesia, Malaysia, Singapore, Thailand, and Vietnam. With these new partnerships, Club Mahindra now offers leisure holidays at 12+ resorts in Southeast Asia and overall, at 60+ destinations internationally.

Citadines Pearl Hoi An, nestled on the enchanting An Bang Beach, offer a tropical haven where classical architecture seamlessly blends with contemporary comforts. A mere 10-minute escape to the UNESCO World Heritage Site of Hoi An Ancient Town, guests can immerse themselves in boat tours, night walks, Tra Que village exploration, and exhilarating water sports. The resort, adorned with top-notch amenities, boasts an expansive outdoor swimming pool, beach activities, and a tennis court for outdoor enthusiasts, providing the perfect backdrop for a leisurely retreat.

Citadines Bayfront exudes elegance and Vietnamese charm, enticing guests with pampering at Manu Spa and seafood delights at Ngon Gallery Seafood Buffet. Conveniently located 35 km from Cam Ranh International Airport, this resort promises a swift 40-minute journey to a coastal escape, surrounded by the serenity of Long Son Pagoda and the excitement of Vinpearl Amusement Park.

Ayodya Resort in Bali, a Balinese water palace-inspired haven sprawling across 29 acres, captivates visitors with landscaped gardens and an unrivalled beachfront experience. The resort is strategically located near Uluwatu Temple and Garuda Wisnu



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Pride Hotels Group Unveils Second Property in Gangtok

Pride Hotels Group has announced the addition of 'Biznotel by Pride Gangtok' to its expanding portfolio, marking the group's second venture in the picturesque city of Gangtok. Set against the backdrop of the eastern Himalayan range, 'Biznotel by Pride Gangtok' is slated to open its doors in March 2024, offering a unique blend of business and leisure amenities.



Atul Upadhyay, Executive Vice President of Pride Hotels Group, expressed his excitement about the new property: "The unveiling of 'Biznotel by Pride Gangtok' represents a significant step in our journey within Gangtok's captivating environment. Our first property in the city, a resort, has already set a benchmark in leisure hospitality. Now, with 'Biznotel by Pride,' we aim to cater to both leisure and business travelers, ensuring a memorable stay in the heart of the Himalayas. Gangtok's allure lies in its rich culture, scenic beauty, and dynamic tourist appeal, making it an ideal destination for our diversified hospitality services."

The 'Biznotel by Pride Gangtok' will feature 60 elegantly designed rooms, offering breathtaking views of the Gangtok valley. The hotel will also include a multi-cuisine restaurant, a state-of-the-art conference hall, and various amenities to meet the diverse requirements of its guests. The conference hall and banquet venues are equipped with the latest technology, perfect for business meetings or celebratory events.

Sterling Redefines Hospitality in Kerala

Sterling Holiday Resorts, India's leading hospitality brand, introduces Sterling Athirappilly, redefining upscale hospitality with an aspirational and experiential retreat in Kerala. This marks Sterling's 8th resort in the state – with a bouquet that covers, hill stations, backwaters, jungle, heritage and waterfront properties in Alleppey, Anaikatti, Athirappilly, Guruvayur, Munnar, Thekkady, Vythiri and Wayanad.

Sterling Athirappilly nestles on the banks of the Chalakudy River and is within a kilometre of the famed Athirappilly waterfalls. It is an avant-garde hotel, with contemporary architecture and seamlessly blends a modern upper upscale property with the serene beauty of its natural surroundings. The hotel can host business conferences and intimate Destination Weddings at "Confluence" the 1,000 sft conference room and on the lawns.



Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts stated, "Sterling Athirappilly marks a milestone for Sterling in our promise to deliver enhanced stay experiences for our guests, and also strengthening our portfolio across Kerala. We can provide guests with the entire gamut of holiday experiences in Kerala."

Sterling Announces Resort in Sariska

Sterling Holiday Resorts also launches Sterling Rewild Sariska, a noteworthy addition to its distinguished portfolio of Eleven Jungle and Wildlife destinations in the Country. The resort is nestled near the renowned Sariska Tiger Reserve in Rajasthan and promises a premium stay amidst picturesque natural surroundings. This marks Sterling's 5th operational resort in the State of Rajasthan, with the other resorts present in Mount Abu, Udaipur, and Pushkar.



Sterling ReWild Sariska is a brand-new resort with a built-up area of 4.2 acres and is spread across 8.2 acres within the Aravalli ranges. With heritage styled haveli rooms and upscale tent structures featuring plush décor and thoughtful interiors, the accommodations are sure to deliver comfortable stays in an outdoor themed holiday. Guests can choose from Heritage (Haveli) Rooms and Thematic Tents – Stallion Tents with a Garden View, Panther Tents with a Mountain View & Private Sit-out, Antler Tents with a Mountain View & Outdoor Shower, Family Room with Private Garden Sit-out, and Tiger Villas with a private Plunge Pool.

"We are thrilled to be associated with Sterling Holidays Resorts, India's leading leisure hospitality brand. Sterling ReWild Sariska offers extraordinary experiences for travelers seeking a weekend escape or desiring a grand stay. It perfectly epitomizes Sterling's core values of offering immaculate hospitality and impeccable experiences," said Capt. Sandeep Shekawat, Managing Director, Thar Camps.

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Fortune Hotels Opens its 50th Milestone Property

Fortune Hotels, a member of ITC's hotel group today celebrated a significant milestone with the inauguration of its 50th hotel in India. Branded as Fortune Park East Delhi, the addition of this hotel further fortifies the upscale hotel chain's footprint in the key metropolitan area of the Delhi NCR region and the country.

Fortune Park East Delhi is perfectly suited to the modern-day traveller seeking a stylish locale with hassle-free access to key





hubs and vantage points of the city. Seamlessly connected to key destinations including Noida, Ghaziabad, Sahibabad, Pragati Maidan, Karkardooma Courts and ITO, this latest addition to Fortune's portfolio is nestled between East Delhi's commercial and residential hustle-bustle. It is easily accessible from Indira Gandhi International Airport as well as Anand Vihar and New Delhi railway stations.

Expressing enthusiasm over the brand's latest accomplishment, Samir MC, Managing Director of Fortune Hotels, said: "Fortune Park East Delhi, is a significant value-add to our ongoing, long-term growth trajectory being our fifth operating hotel in Delhi NCR. We have been continuously expanding our footprint across key cities in the country to comprehensively cater to the diverse needs of our guests. Our latest addition embraces the true spirit of Delhi- blending in the commercial vibrancies and traditional and modern socio-cultural influences that come with it. We stand steadfast in our commitment to delivering exceptional experiences to travellers visiting the Delhi region for work and leisure and look forward to welcoming them."

Premiering at Fortune Park East Delhi will be a plethora of F&B outlets, including Zodiac the all-day dining restaurant, Neptune Bar - the trendy bar and lounge Nakshatra, the soon-to-open sky dining restaurant on the rooftop and La Cafe a trendy outlet that is sure to take coffee and conversations to an all-new high.

The hotel will also house two eclectically designed banquet spaces that are aptly embellished with modern facilities and tasteful décor to make your corporate events and meetings a success. Offering a premium setting for weddings and special celebrations, the versatile banquets are well-equipped to handle events for up to 1000 guests.

Additionally, the hotel will also have a pristine rooftop swimming pool, a relaxing spa and a state-of-the-art gym offering wellness and rejuvenation options to its guests.

Fortune Hotels increases its Tamil Nadu

The Fortune group also announces the launch of its new upscale hotel, Fortune Hosur, in the historic city of Tamil Nadu. Nestled in the heart of the bustling industrial district of Krishnagiri, Fortune Hosur promises to be a haven of class and comfort, offering a seamless blend of enthusiastic hospitality and premium services.

Strategically located off the Bangalore-Chennai highway, Fortune Hosur is beset in the commercial nucleus of the town offering easy access to key cities like Salem, Vellore, Madurai and Chennai- making it a perfect pit stop for transient guests.



Fortune Hosur encompasses 107 spacious rooms that adorn a contemporary and inviting



atmosphere. An array of F&B outlets have been curated to delight food enthusiasts. Zodiac, the all-day dining restaurant, Neptune - a relaxing bar with its carefully curated delights and a unique thali restaurant that showcases locavores on a platter, add oomph to the place.

A symphony of wellness facilities such as a fully equipped and modern gym, a restful spa and a pristine outdoor swimming pool bring in calm, relaxation and tranquillity of mind; adding to the holistic experience of the property.

Green lawns and versatile banquet venues, make the hotel a coveted setting for corporate events, local weddings and memorable social functions.

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'Welcomhotel Chennai' Re Opens

ITC Hotels announced the reopening of Welcomhotel by ITC Hotels, Cathedral Road, Chennai, a landmark property established in 1975, looking resplendent in its new avatar. This iconic hotel, with a repertoire of world-class hospitality offerings, promises to further enrich the city's vibrant tourism and business landscape.

The hotel has 90 well-appointed rooms including Executive Suites, Club Rooms and Superior Rooms. The elegantly appointed and spacious guest rooms and suites strike a perfect balance betweencomfort, flawless service and warmth of Indian Hospitality.

The hotel adorns an intricate design, contemporary and reflective of the Southern Indian magnificence. The design aesthetics of the hotel's décor are reflective of Chennai's



local flavour, including its beautiful art and architecture.

The all-day dining venue WelcomCafe Marina offers a variety of tastefully curated buffets and a la carte spreads. The signature WelcomSthalika presents a palate of the region's most cherished delicacies on a single platter, introducing travellers to the best regional recipes. Taste of Madras showcase street food of Chennai reimagined.

The hotel is LEED® Platinum & LEED Zero Carbon certified, attesting to its commitment to sustainability , utilization of renewable energy, conservation and recycling of water, and concrete measures to preserve the ecosystem. It has self-owned and offsite wind farms using maximum renewable electrical energy to mitigate the carbon footprint.

Speaking on the occasion of the launch, Anil Chadha, Divisional Chief Executive, ITC Hotels said "Welcomhotel Chennai holds a very special place in the ITC Hotels group and is our tribute to this great metropolis. A gateway to south India, Chennai is a cosmopolitan hub that offers the perfect blend of deep-rooted traditions and modern influences. We are delighted to bring back this iconic hotel that has witnessed decades of Chennai's transformation. Welcomhotel Chennai is a showcase of this glorious heritage"

IHG Continues Expansion in India



Holiday Inn Resort Karjat, Maharashtra

IHG® Hotels & Resorts has announced the signing of a management agreement with XECO Media LLP to bring a new Holiday Inn Resort to the city of Karjat, Maharashtra. Set to open in 2027, the resort will add 150 keys to IHG's portfolio in the state. The signing is a strategic move underscoring IHG's commitment to providing diverse and exceptional hospitality experiences across leisure destinations in the country.

The new-build resort will be situated in the resort town of Karjat, which is equidistant from two major cities of Mumbai and Pune. Once opened, the resort will cater to adventure seekers, hikers and leisure travellers as a easy getaway destination from both Mumbai and Pune.

Holiday Inn Resort Kajrat will feature an all-day dining, a bar and a welcoming lobby lounge. For social gatherings and corporate meetings, the resort will be equipped with banqueting facilities, meeting rooms and a dynamic business center. For guests to unwind and relax, there will be a fully equipped gym, and an exclusive health club.

Commenting on the announcement, Sudeep Jain, Managing Director, South West Asia, IHG Hotels & Resorts said, "We are delighted to expand our essential brand Holiday Inn Resorts to Karjat, in partnership with XECO Media LLP. Karjat is fast evolving as a prime getaway leisure destination due to its close proximity to Pune and Mumbai and picturesque surroundings. This signing is a testament to IHG's commitment to expand presence in sought-after emerging leisure destinations across India. We are confident that once opened, Holiday Inn Resort Karjat will be well received by travellers seeking quality branded accommodation with world class hospitality.

Holiday Inn Guwahati

The group has also announced a management agreement with Yuvaan Developers Private Limited for Holiday Inn Guwahati in India's North-East region. Scheduled to open in January 2028, the new-build 150-key hotel signifies a significant stride towards IHG's expansion strategy in secondary markets, in line with the growing demand for quality branded accommodation in the country.

Guwahati, a gateway destination to northeastern India, is now a thriving economic hub featuring burgeoning Special Economic Zones, established industrial manufacturing areas, healthcare, and education sectors. The city is also a popular tourist destination in the region, attracting domestic and international travellers who are looking to visit tea gardens, wildlife sanctuaries and ancient temples.

Strategically located along Azara road, Holiday Inn Guwahati will offer ease of accessibility from the Guwahati Airport and the main city centre. In addition to featuring modern and well-appointed guest rooms, Holiday Inn Guwahati will offer three dining options, including an all-day dining, a bar, and a lobby lounge. For guests looking to unwind and relax, the hotel will have a dedicated fitness centre and a pool. Holiday Inn Guwahati will also feature four meeting rooms and a banquet hall, along with signature amenities catering to social gatherings and MICE opportunities.

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IHCL Expands

Signs Its 3rd Hotel In Ayodhya

IHCL signed its third hotel in Ayodhya, Uttar Pradesh. The brownfield project will be branded as an IHCL SeleQtions hotel. The 150-key hotel, sprawled over 1.3 acres, is at a short driving distance from the upcoming Maryada Purushottam Shri Ram International Airport as well as popular tourist spots. It will feature a range of dining options, including an all-day diner. Other recreation facilities will include a spa, swimming pool, and fitness center.

Signs Ginger Hotel In Dibrugarh

The group signed its first hotel in Dibrugarh, Assam under the Ginger brand. The hotel is a Greenfield project on a fully fitted lease. It will be designed around the brand's lean luxe design and service philosophy of offering a vibrant, contemporary, and seamless hospitality experience to its guests. The 77-key hotel is strategically located on KC Gogoi Path in the city centre. The hotel will feature Qmin, the signature all-day diner presenting a delightful array of global and local favorites. It will also offer a state-of-the-art fitness center and meeting rooms.

Inks 300 Keys Ginger Hotel at Mopa, Goa

The company signed a Ginger hotel at Manohar International Airport (MOPA) in Goa. The 60-year sub-license agreement was signed between GMR Goa International Airport Limited (GGIAL) and Roots Corporation Limited (RCL), a wholly owned subsidiary of IHCL. The 300-key hotel spread over two acres will be a part of the well-planned aero-city development with retail and hospitality presence in the first phase. The hotel will feature Qmin, the signature all-day diner offering a variety of global and local favourites and a well-equipped fitness centre. It is slated to open in 2027.

Signs a Seleqtions Hotel In Bandra, Mumbai

IHCL announced the signing of a hotel in Bandra, Mumbai. The Brownfield project will be branded an IHCL-SeleQtions hotel. The 43-room hotel with an all-day diner, is strategically located on Turner Road, one of Bandra's most upscale neighbourhoods. Spread over the third to the fourteenth floor, it is part of a mixed-use development with high-end retail and restaurants.

Signs a New Vivanta Hotel In Talegaon, Pune

IHCL signed a new hotel in Talegaon, Pune. This Greenfield project will be branded a Vivanta. The 140-keys hotel spread over 2.5 acres is strategically located on Talegaon MIDC road. The hotel will feature an all-day diner-Mynt, a speciality restaurant and Wink, the bar with over 4000 sq.ft. of banquet space. The recreation facilities will include a swimming pool, a gym and a spa.

Signum Hotels And Resorts Strengthens its Presence

Signum Cityscapes in Rajkot



Signum Hotels, a fast-growing hotel management company in India, announces the opening of its second property in Gujarat. The Company has launched Signum Cityscapes Rajkot, a 40-room hotel located on the Rajkot-Morbi Highway. This newest addition to the Signum portfolio, features a multi-cuisine restaurant and offers complimentary Wi-Fi for the convenience of guests. Strategically positioned to cater to both business and leisure travellers, Signum Cityscapes Rajkot offers a perfect blend of modern amenities and warm hospitality. The hotel's prime location ensures easy accessibility for guests.

Mehul Sharma, Founder & CEO, Signum Hotels and Resorts said, "We are pleased to introduce Signum Cityscapes to the vibrant city of Rajkot. This establishment reflects our commitment to providing exceptional hospitality and creating memorable experiences for our guests. With its strategic location, modern amenities, and personalized service, Signum Cityscapes is poised to become a preferred choice for travellers seeking a perfect blend of comfort and warm hospitality."

Launches Signum Jamboree Creek Resort in Mandrem, Goa

The company also announced the opening of Signum Jamboree Creek Resort in North Goa. Located in Mandrem, the eco boutique resort is spread across 1.5 acres. The property is a testament to sustainable hospitality, offering an intimate escape in Goa surrounded by nature's bounty.



Signum Jamboree Creek Resort is strategically situated on the river/creek side starting from Ashwem Beach all the way to Mandrem, providing an exclusive and private beach access just 5 minutes away. The resort features 15 wooden cottages, both air-conditioned and non-air-conditioned, each equipped with an open-to-the-air shower, a sit-out balcony, Wi-Fi, and daily housekeeping services.

Resort facilities include a Multi Cuisine Café, Private Beach Access, Swimming Pool, Yoga Shala, In-house Ayurveda Massage Therapy, Event Space, and a Personal Meditation Space. For an experiential stay, the resort offers curated activities like yoga classes on the beach, Indian cooking classes, Chef grown organic vegetables, beach picnics, poolside BBQs, and permaculture walks, all available on pre-booking.

Signum Jamboree Creek Resort is more than a resort. The property follows permaculture principles, recycling water and garbage for garden cultivation. The entire property is a testament to sustainable living, with organic structures like bamboo pagodas, mud-and-hay yoga barns, and gardens boasting a variety of edible fruit trees.

Signs A Seaside Resort in Dwarka



Signum Hotels has signed a beach front resort in Dwarka, Gujarat. This is the Company's third property in the state of Gujarat. Nestled along the pristine Dwarka Beach, the resort is being developed to cater to discerning leisure guests seeking a perfect blend of tranquillity and comfort, and is slated to open by Q4 2024.

Situated a mere 25 meters away from the Dwarka Beach, Signum resort will offer an unparalleled beachside experience. The resort will feature 30 rooms across two categories, an all-day dining restaurant, a bar and a banquet venue.

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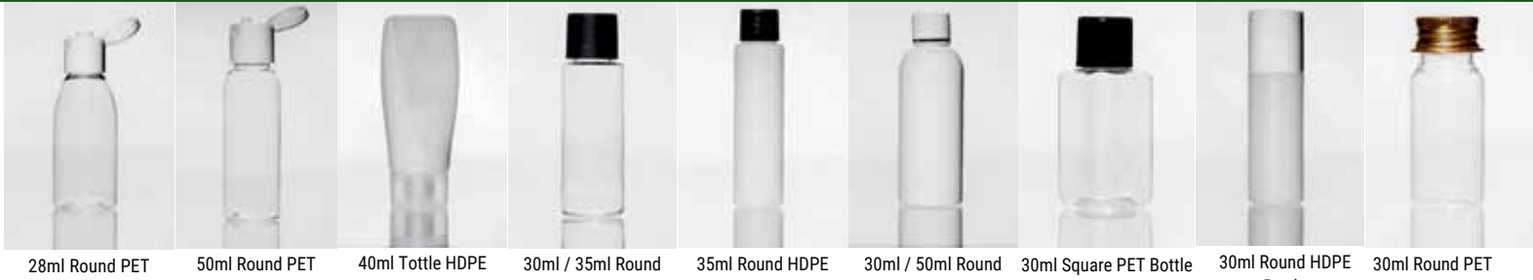
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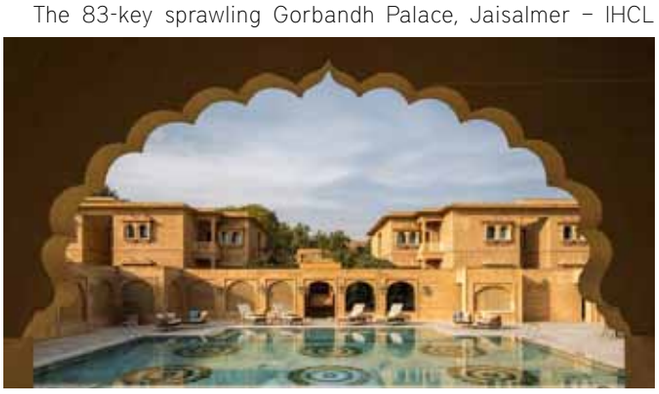
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IHCL Opens New Properties

Launches Gorbandh Palace, Jaisalmer, Marking Its 200th Hotel Milestone

Indian Hotels Company (IHCL) announced the opening of Gorbandh Palace, an IHCL SeleQtions hotel in Jaisalmer, Rajasthan. Nestled in the heart of the Thar Desert, the hotel is a mélange of modern comfort that blends seamlessly with old-world Rajasthani legacy.

The 83-key sprawling Gorbandh Palace, Jaisalmer – IHCL



SeleQtions is a regal oasis set amidst lush gardens in the heart of Jaisalmer. Named after the traditional ornamental camel necklace, symbolic of Rajasthani tribes, hotel's design pays homage to Jaisalmer's storied past. Guests can indulge in multi-cuisine fare at the all-day diner Bazaar, relish Italian cuisine at Seray and handcrafted cocktails at the bar Musafir Khana. With over 80,000 sq. ft of outdoor lawns and an ornate banquet hall of over 3,000 sq. ft, the hotel is an ideal destination for glamorous soirées and corporate retreats. The Spa offers holistic rejuvenation rooted in India's ancient healing wisdom

Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL said, "We are delighted to open Gorbandh Palace in Jaisalmer which also marks the momentous milestone as IHCL's 200th operating hotel. This completes the important tourist circuit of Jaipur-Jodhpur-Jaisalmer. We are honoured to collaborate with Shriji Arvind Singh Mewar for the third hotel in our partnership of over 50 years."

Unveils Vivanta In Tawang, Arunachal Pradesh

Indian Hotels Company (IHCL) announced the opening of a new Vivanta hotel in Tawang, Arunachal Pradesh. The hotel, situated at a height of 10,000 feet, offers panoramic views of the scenic Tawang



Valley and the majestic Himalayas.

Nestled within ten acres of verdant landscapes, Vivanta Arunachal Pradesh, Tawang is a sanctuary located just a short drive from the majestic Tawang Monastery, the second largest in the world. The spacious 80 rooms and suites provide an expansive and breathtaking panorama of the surrounding valleys and mountains.

Mynt, the signature all-day diner, tantalizes the taste buds with a fusion of culinary delights. Wink, the chic lounge bar, serves up exotic cocktails, and Swirl, the deli, presents a tempting array of the finest confectionery.

Announces the Opening of Taj Sawai, Ranthambore

IHCL also announced the opening of Taj Sawai, Ranthambore. Nestled on the outskirts of Ranthambore National Park, the hotel is the perfect sanctuary to enjoy a safari to spot the elusive Royal Bengal Tiger.

The 60 keys hotel in Khilchipur Village, is an indulgent retreat with a colonial design inspired by flora and fauna of the region. A medley of tradition, nature and contemporary aesthetics, the tranquil water



bodies enhance the atmosphere. Guests can embark on a culinary journey at the forest themed all-day diner, Machan, a grill and pool bar, Tropics and the rustic Whiskey Lounge. Over 2,500 square feet of banqueting space and an open lawn make for elegant meetings and social gatherings. Inspired by India's ancient wellness legacy, J Wellness Circle spa including an infinity pool and a fitness centre offers holistic rejuvenation.

Opens Ginger Durgapur, Rajbandh

IHCL announced the opening of Ginger Durgapur, Rajbandh. The hotel's lean luxe design philosophy allows guests to seamlessly blend work and leisure in vibrant, contemporary spaces. Nestled in the heart of Rajbandh, the 55-room Ginger Durgapur is strategically positioned for convenience, just a brief drive from the airport and key commercial



centers. The hotel features Qmin, the signature all-day diner presenting a delightful array of global and local favorites, a welcoming bar, and a state-of-the-art fitness centre. The hotel also offers five spacious banquet spaces, perfect to host meetings and social events.

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Dhiman Mazumdar

The World Hotels and Resorts have appointed Dhiman Mazumdar as their new Chief Operating Officer in Bhubaneswar, Odisha. He will be responsible for the operations for two brands - WGH and Lyfe Hotels, and will be overseeing the growth of the hospitality wing. With an experience of over 30 years, he has successfully commissioned and managed several hotels throughout India. Prior to joining The World Hotels and Resorts, he was associated with The Mayfair Group of Hotels as Vice President Sales



Ena Roy

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has appointed Ena Roy as the new Director of Operations. With over 21 years of experience in leading hospitality brands like ITC Hotels and Hyatt Hotels, Ena is a seasoned professional known for her expertise in managing hotel rooms operations. Ena Roy commenced her career at Oberoi's Amarvillas in the housekeeping department. She has been instrumental in the pre-opening and operational management of prestigious luxury brands such as Grand Hyatt, Park Hyatt, and Four Seasons.



Vijay Krishnan Vazhvelil

Minor Hotels has announced the appointment of Vijay Krishnan-Vazhvelil as Vice President – Operations, India. As Minor Hotels embarks on an ambitious journey to expand its presence in India, his appointment is key to the successful launch and positioning of the group's first Anantara property in Jaipur. He has two decades of experience at Oberoi Hotels & Resorts, Starwood Hotels & Resorts, American Express, Hyatt Hotels, Windsor Golf Hotel & Country Club - A Relais & Chateaux affiliate, and Aramness luxury wildlife lodge in India



Tejus Jose

Tejus Jose has been appointed as the Director of Operations for ibis and ibis Styles India. He will be heading operations for 21 hotels located across 14 cities in India. His career in the hospitality sector has a span of over 23 years. He served as the General Manager at the first Hilton in Bengaluru, the Hilton Bangalore Embassy GolfLinks. He started his career at Hyderabad International Convention Centre. He is an alumnus of the Indian Institute of Management (IIM), Calcutta.



Sushma Khichar

Ms. Sushma Khichar has been appointed as new General Manager at Sheraton Grand Bangalore Hotel at Brigade Gateway. She has over 18 years of experience, starting as Front Office Assistant at The Oberoi, Mumbai. She also worked at Aloft Bengaluru Cessna Business Park, Bengaluru Marriott Hotel Whitefield, JW Marriott Mussoorie, JW Marriott Chandigarh, Courtyard by Marriott, Mumbai and The Renaissance Mumbai Hotel & Convention Centre, Mumbai. She holds a Diploma in Travel & Tourism and a B.Sc. from the University of Rajasthan.



Ramandeep Singh Kapur

Conrad Pune has appointed Ramandeep Singh Kapur as new Director of Operations. With over 16 years of experience, he played a pivotal roles at Hyatt hotels, Marriott International, DLF Super Luxury real estate developer, and the Oberoi Group. His most recent stint was as the Operations Manager at Plaza Premium Lounge, Heathrow Airport, London. Prior to that, Ramandeep served as the Director of Operations at Hyatt, Andaz, Delhi. Throughout his career, Ramandeep has showcased exceptional leadership qualities, successfully leading teams, implementing effective business strategies.



Abhiram Menon

Hilton Bangalore Embassy Golflinks has announced the appointment of Abhiram Menon as the new General Manager. Abhiram embarked on his career at the Taj, as a Front Office Manager. Previously overseeing operations for Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park, he served as the Hotel Manager and played a crucial role in the pre-opening leadership team. Abhiram's impact was evident through the team's accomplishments, securing three quarterly APAC (Asia-Pacific region) awards, two for Hilton Garden Inn, and one for Hilton.



Richard Lunel

Richard Lunel is the new Rooms Division Manager at Sheraton Grand Bangalore Hotel at Brigade Gateway. Alumni of the Oberoi Centre of Learning and Development, he holds a Master of Business Administration (Global) from Deakin University and a Post Graduate Program in Management from the Institute of Management Technology. With over a decade of expertise in operations, he worked at properties within the Oberoi Group - Trident Bandra Kurla Mumbai, The Oberoi Grand Kolkata, The Oberoi Amarvilas, and Trident Nariman Point.

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Meenakshi Prabhakar

The Leela Ambience Gurugram Hotel & Residences has appointed Ms. Meenakshi Prabhakar new Human Resources Director. Ms.Prabhakar carries an extensive 31 years of HR experience. Prior to joining The Leela Family, she was associated with various reputed brands, including ITC Welcome Group, The Oberoi New Delhi, Radisson Hotel Worldwide, the Grand Hyatt Delhi, Sita World Travel, and Kuoni. She holds an MSc in Psychology, a Diploma in Personnel Management and Industrial Relations, and has shared her expertise with prestigious brands.



Ridhima Nagpal

Hyatt Centric, MG Road Bangalore has appointed Ridhima Nagpal as the new Marketing and Communications Manager. Ridhima started her journey in Hospitality with Hyatt Regency Pune. Prior to that, she has been a part of advertising, marketing, and social media agencies and brands. Ridhima brings an exceptional skill set in ideating and implementing innovative ideas, operational policies, and quality standards. Her expertise in working with cross-functional teams to ensure client retention will play a crucial role in the success of the hotel.



Sahil Anand

Accor has announced the appointment of Sahil Anand as Cluster Revenue Manager for Novotel Visakhapatnam Varun Beach & The Bheemili Resort. With over seven years of experience, Sahil brings a wealth of expertise and talent to this strategic role. Sahil will play a pivotal role in driving e-commerce by strategically utilizing e-distribution platforms for both properties. His meticulous approach will extend to regularly monitoring competition pricing and offerings and constantly adapting business strategies to meet market requirements and exceed expectations.



Chetan Surwade

Novotel Pune has announced the appointment of Chetan Surwade as the Associate Director of Sales. Before joining Novotel Pune, Chetan served as Senior Sales Manager at Crowne Plaza Pune City Centre, later promoted as Associate Director of Sales. He holds a Master's degree in Business Administration Finance and a Bachelors degree in Hospitality Science. He held key positions at Ramada Plaza Pune Hinjewadi, Radisson Blu Pune Hinjewadi, DoubleTree by Hilton Pune - Chinchwad, Radisson Blu Resort and SPA Alibaug and Sayaji Hotel Pune.

The Fern Hotels & Resorts
Announces New Appointments

Piyush Bhasin
General Manager,
The Fern Residency,
Ajmer



Vikas Chaudhary
General Manager,
The Fern,
Alwar-Sariska



Vardan Saxena
General Manager,
The Fern Leo Resort & Club,
Junagadh



Rajeev Singh
General Manager,
The Fern Seaside Tent Resort,
Diu



Gaurav Sensowa
General Manager,
The Fern Residency,
Gandhinagar



Swapnil Gajbhiye
General Manager,
Arova Woods Zinc Journey by The Fern,
Lonavala



Pranay Singh Gaur
General Manager,
The Fern Ranthambhore Forest Resort,
Sawai Madhopur



Naveen Vaishnav
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Spas and Resorts



Wellness tourism has been on the rise, in recent years, in India. This is because people are prioritising their health and well-being. Wellness travel is not just a holiday. It is beyond experiencing new and exciting destinations. It is also focussing on rejuvenation, relaxation and self-improvement. Research shows that wellness travel can lead to better mental and physical health resulting in increased happiness levels. **Ashok Malkani** delves on various aspects of health tourism and the facilities that are being offered by the health and wellness spa retreats and resorts, how their treatment differs from regular health spas, people's attraction towards them and their future.



Today, health is becoming an essential element for tourists. While everyone is aware about the importance of healthy eating habits and exercise for strength and vigour, stress management and mental well being are just as important.

Over the past few years, the immune systems fighting off COVID and long and tedious hours of working from home have left many people feeling depleted. Wellness tourism has thus taken a priority in the life of almost all. According to The Global Wellness Institute this form of tourism is expected to grow more than any other wellness sector, increasing about 25% by 2025. Social media too has played an important role in promoting this form of tourism. #wellnessretreat and #spiritualretreat have a combined viewing of over 33 million on TikTok and over 584,000 posts on Instagram increasing the popularity of this mode of tourism.

This has resulted in a flux of health and wellness resorts. But has increased health tourism resulted in increased occupancy at these health and wellness retreats and what exactly are these residing places?

Avantika Kochar, Director of Wellness, Mulberry Shades Bengaluru Nandi Hills, a Tribute Portfolio Resort reveals, "Health resorts are sanctuaries that commit to enhancing wellness journeys catered to the guests. Many top destinations in the world have invested in transformational spaces for mankind with outstanding facilities, environmental priorities, sustainable practices, skilled practitioners and rejuvenating experiences."

She further adds, "The guests opting for these resorts are curious travelers. They are looking for rediscovering the approach to life through either new experiences, where they 'feel' thoroughly alive, or spaces to integrate their day to day lives. Wellness tourism is ever evolving with nurturing factors towards mind, body and soul. A plethora of health and wellness modalities from ancient traditions and modern techniques are also contributing towards growth and inclination of this vital market. Health resorts are also popular amongst guests with disabilities and ailments."



Dr. Vipin Venugopal, Spa & Wellness Manager, Conrad Pune, explaining health resorts states, "They are specialized facilities that focus on promoting holistic wellness and rejuvenation through a combination of therapeutic treatments, healthy cuisine, physical activities, and serene surroundings. These resorts offer a peaceful escape from the stresses of everyday life, providing guests with a range of wellness programs tailored to their individual needs."

He continues, "While wellness tourism is indeed experiencing rapid growth, not all the guests are opting for health resorts and retreats exclusively. Guests who seek these resorts are typically individuals looking to prioritize their health and well-being during their travels. They may include wellness enthusiasts, health-conscious travellers, guests who are recovering from illness or injury, and those seeking a rejuvenating getaway to recharge their mind, body, and spirit.

They cater to a diverse guests including both individuals seeking to maintain or improve their health and families



Mehul Sharma



Avantika Kochar



Dr. Vipin Venugopal

looking for a wellness-oriented vacation experience. While some guests may be focused on specific health goals, others may simply be seeking relaxation, rejuvenation, or a break from their hectic lifestyles. These resorts offer a range of activities and amenities to accommodate various interests and preferences, ensuring that all guests can enjoy a fulfilling and enriching stay."

Mehul Sharma, Founder & CEO, Signum Hotels & Resorts states, "Health resorts specialize in holistic wellness experiences for guests. They offer spa treatments, fitness activities, and nutritious dining options to promote physical, mental, and emotional well-being. With a focus on relaxation and rejuvenation, health resorts provide a sanctuary for guests seeking to escape daily stresses and prioritize self-care. As hoteliers, we strive to create environments that foster healing, relaxation, and personal transformation, empowering guests to achieve holistic wellness. We have recently launched Signum Resorts, Igatpuri & Jamboree Creek Signum Resort, Manderm – Goa."

Speaking about the health and wellness tourism and their preferences for occupancy he avers, "Wellness tourism is growing, but not all tourists choose health resorts and retreats. Guests at these resorts seek holistic wellness experiences, including spa treatments, fitness activities, and personal growth opportunities. However, wellness tourists also enjoy wellness activities at traditional hotels, resorts, and destination spas. These travelers vary widely in age and background, from stressed-out professionals to fitness enthusiasts, all prioritizing health and well-being while traveling. As the industry evolves, hotels and resorts are integrating wellness offerings to cater to this diverse segment of travelers, providing options to suit different interests and needs."

Differentiation

The India Watch Market Analysis shows that wellness spas are growing very fast in India and currently there are over 15,000 of them spread over the country. The overall market size, according to the analysis has crossed $2,700 million and is growing at a CAGR of 17%. The concept of vacation, it would seem, is changing rapidly to rejuvenation and recharge.

For a regular tourist several questions run through his mind like: are these resorts suitable for families seeking fun and enjoyment or are they suitable for individuals keen on staying healthy? He is also keen to know what additional benefits does this spa or resort give beyond what is offered by a spa at a regular Star-hotel?

Avantika claims, "New age travelers are looking for services that are meticulously crafted. This includes families, independent travelers, corporates and holistic communities. Wellness resort experiences weave together team building activities, rejuvenation, productivity, holistic gatherings, and everything fostering a culture of well-being."

As far as differentiation between the treatment at a health resort and one at a regular spa she avers, "Health and wellness retreats offer many body maps to navigate. A typical retreat day brings factors like lifestyle choices, nutrition, spa, time in nature or outdoor activities and social engagement. All factors lead towards an ongoing passion towards self. Guests are looking to inspire themselves so they find movement classes, mindfulness sessions like watsu, breathwork or tai chi, or just want to feel supercharged with a cooking studio or a detox package. Quality of sleep is a key foundation to an extraordinary guest experience at a resort/ hotel so biophilia, guest room features and restorative offerings enhances engagement of stay in health retreats.

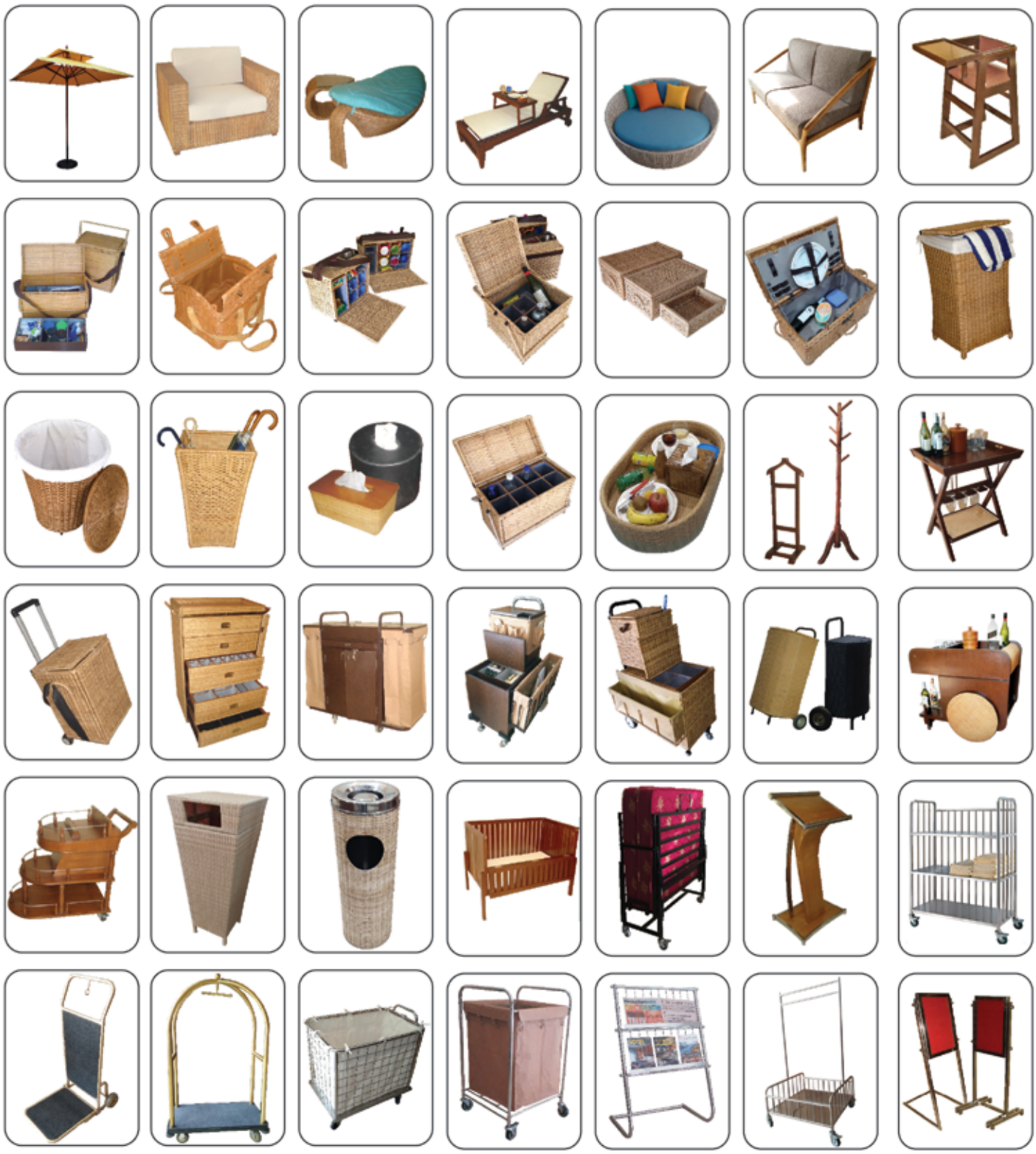
The special factor is to cleanse, renew and find wholeness when opting for a health retreat where one has an itinerary to follow and does not have to think much about planning the day. Health and wellness retreats are amongst beautiful landscapes where one is exposed to local culture, or perhaps delighted by pristine beaches or mountains."

She emphasises, "A wellness/health resort will focus on curating the treatment and rituals with personalized touch points. A great emphasis is on the guest journey from the moment guest enters to the time of exit. The focus

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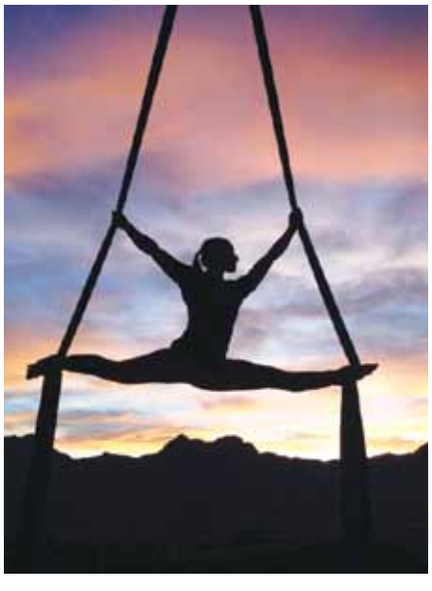
is on a thorough consultation followed by treatment, harmonious spaces for relaxation, aesthetic experiences, bath amenities and science based optimization for a great guest experience.

Environment plays a key role where sound, taste, light, touch and scent can be personalized to meet specific guest needs. Technology and neuroscience are game changers for a healthy eco system in luxury hospitality today. Rethinking conventional treatment rooms and introducing thermal facilities, integrating hot and cold plunge, controlled acoustics, highly filtered air, frictionless chairs and welcoming lobby with associates provide a cocooning effect to an overall treatment experience at a wellness/health retreat."

Mehul disclosed, "Health retreats and wellness resorts attract a diverse range of guests, including families and individuals focused on staying healthy. These destinations offer a variety of amenities and activities that cater to different needs and interests. For instance, families can enjoy bonding time and relaxation while engaging in wellness activities suitable for all ages.

On the other hand, individuals keen on maintaining their health benefit from personalized wellness programs, fitness activities, and mindfulness practices available at these retreats. With serene environments and immersive experiences, health retreats provide guests with opportunities to relax, rejuvenate, and prioritize their overall well-being. Whether seeking relaxation or a deeper commitment to health, guests find something suitable at these wellness destinations."

He declares, "A health retreat offers a comprehensive wellness experience that surpasses the offerings of a spa and health club in a regular star hotel. Unlike spas and health clubs, health retreats provide holistic wellness programs tailored to individual needs, including spa treatments, fitness activities, nutritional guidance, and mindfulness practices. Situated in serene environments, they offer educational workshops, personalized wellness consultations, and mind-body practices to promote relaxation, stress reduction, and inner peace. Health retreats empower guests with knowledge and practical tools to enhance their well-being beyond their stay, making them an immersive and transformative wellness destination. These wellness services are offered at our recently launched properties."



Speaking about difference in treatment between the health and wellness resorts and spa in a hotel he asserts, "Spa treatments at health resorts or retreats differ from those offered in hotels by emphasizing on a holistic approach to wellness, personalized treatments, the use of natural products, integration into wellness programs, and the employment of trained therapists. These spas prioritize overall well-being, tailoring treatments to individual needs, and offering a comprehensive wellness experience."

Dr Vipin explicates, "Health retreats and resorts cater to a diverse guests, including both individuals seeking to maintain or improve their health and families looking for a wellness-oriented vacation experience. While some guests may be focused on specific health goals, others may simply be seeking relaxation, rejuvenation, or a break from their hectic lifestyles. These resorts offer a range of activities and amenities to accommodate various interests and preferences, ensuring that all guests can enjoy a fulfilling and enriching stay."

He adds, "Health retreats offer a comprehensive wellness experience that goes beyond what is typically found in a spa or health club at a regular five star hotel. While spas focus primarily on relaxation massages and beauty treatments, Health retreats offer a holistic approach to wellness. They are about physical, mental, and spiritual well-being. They provide personalized wellness programs, nutritional guidance, fitness activities, mindfulness practices, and immersive experiences in natural surroundings, creating a transformative journey towards optimal health and vitality.

While hotel spas may prioritize relaxation and pampering; spa treatments at health resorts and retreats are often more therapeutic and holistic in nature. They are designed to address specific health concerns, promote overall well-being, and complement the wellness programs offered

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at the resort. Additionally, the serene natural surroundings of a health retreat enhance the overall healing experience, allowing guests to connect with nature and find inner peace."

Diet Regimen

Normally health resorts and retreats follow a diet regimen to supplement their health plans.

Dr Vipin disclosed, "A diet regimen is often a key component of a health plan in health retreats, as nutrition plays a crucial role in overall well-being. Health resorts typically offer nutritious and balanced meals that are designed to support guests' health goals and enhance their vitality. Some preferred dishes offered at health resorts include fresh salads, vegetable stir-fries, grilled fish or chicken, whole grain dishes, smoothie bowls, and detoxifying soups. "

Mehul states, "In health retreats, diet regimens are integral to wellness plans, featuring nutritious and balanced meals that align with guests' health goals. Preferred dishes include fresh salads with raw vegetables, lean proteins like grilled chicken or tofu, whole grains such as quinoa and brown rice, plant-based options, fresh fruits, and herbal teas. These menus prioritize wholesome ingredients sourced locally, offering guests flavorful meals that promote overall health and well-being."

Avantika adds, "nutrition plays an important role in health retreats. Some other factors are:

- Great Quality Water (Alkaline Water)
- Organic Garden
- Farm to Table Concept

India's Wellness Market

According to Mordor Intelligence the India Wellness Tourism Market size is estimated at $ 19.43 billion in 2024, and is expected to reach $ 26.55 billion by 2029, growing at a CAGR of 6.45% during the forecast period (2024-2029). The future thus seems bright.

Mehul declares, "The future for health retreats and resorts globally and in India looks promising due to increasing awareness and demand for holistic wellness experiences. Factors such as growing interest in wellness travel, integration of technology, focus on sustainability, and innovation in wellness offerings contribute to the positive outlook.

In India, the rich heritage of traditional wellness practices like Ayurveda and Yoga further enhances its potential as a wellness destination. As individuals prioritize preventive healthcare and seek immersive wellness experiences, health retreats and resorts are poised for continued growth and innovation in promoting holistic well-being."

Avantika avers, "The future of health and wellness for all global retreats is with a foundation in eco sanctuaries, local engagement and a creative outburst towards restorative luxury. India holds resources and mediums like no other. Therefore, a new take on the system of thought can open territories for India in wellness like no other. Media platforms, health facilities and education are key factors."

D. Vipin asserts, "The future for health retreats and resorts globally and in India is promising, as the demand for wellness-focused travel continues to rise. With an increasing emphasis on preventive healthcare and holistic well-being, more people are seeking immersive wellness experiences that address their physical, mental, and spiritual needs. Health retreats and resorts are well-positioned to meet this demand by offering comprehensive wellness programs, personalized services, and immersive experiences that empower guests to live healthier, happier lives."

He adds, "In India, the combination of ancient healing traditions, natural beauty, and hospitality makes it an ideal destination for wellness tourism, ensuring that health retreats and resorts will continue to thrive in the years to come."

Recipes for the diet regimen conscious

Green Detox Smoothie



Preparation Time: 5 minutes Serves: 2

Ingredients

Green Apple (diced)	1
Baby Spinach	2 cups
Cucumber	1
Fresh Mint	2 tablespoons
Ginger (roughly chopped)	½ inch
Lime Juice	½ to 1 tablespoon
Water or Coconut Water (Chilled or with 3-4 small ice cubes when ingredients are fresh and not frozen)	1½ cup

Method: Blend all ingredients together until smooth. Adjust the consistency by adding water as needed. Serve chilled.

Note: Drinking a super green detox smoothie is great for weight management, gut health, good source of dietary fibres and can be consumed 3-4 times a week

Watermelon, moong salad with spinach and nutmeg soup

Preparation Time: 10 minutes Serves: 4

Ingredients



For the Salad

watermelon (diced)	2 teacup
moong sprout (green gram)	1 teacup
onion (finely chopped)	1
garlic	1 clove
coriander leaves	1 tbsp
mint leaves (optional)	1/2 tbsp
green chilli (finely chopped)	1



For the Seasoning

Lime juice	2 tbsp
Sugar, salt & pepper to taste	

Method

Mix all the ingredients except the chilli and seasoning
Mix the seasoning before serving

Note: Ideally the following recipe was best suited to beat the summer heat

Dr Vipin Venugopal, Spa & Wellness Manager, Conrad Pune





Rev Up Revenue

MICE (Meetings, Incentives, Conferences and Exhibitions or Events), due to its enormous potential for generating revenue and promoting the property, plays an extremely important role in the hospitality industry. MICE attendees need accommodation which helps the hotel not only earn from their Meeting and Events venues but also enables them to sale more rooms. It thus helps in increasing greater brand exposure and gives the hotel a chance to enhance its reputation and also foster guest loyalty. This is achieved as the hotel is able to showcase its facilities to potential clients who have come as guests at the events that are hosted at the hotels. **Ashok Malkani** takes a broad look at the role played by MICE in a hotel's success and how the hotel can attract clients to hold Meetings and Events at their property.

Seasonality has always played an important role in the earnings of a hotel. It has, therefore, always been the endeavour to boost the revenue of the property during favourable period. Hosting Business Meetings or Events, like marriage ceremonies, parties for birthdays and other festive occasions, can be a lucrative source of revenue for hotels. According to Coherent Market Insights, MICE (Meetings, Incentives, Conferences and Exhibitions) market in India is estimated to be valued at $ 3.81 Bn in 2024 and is expected to exhibit a CAGR of 13% over the forecast period 2024 to 2031.

According to Precedence Research, global MICE Market was valued at $ 935.01 billion in 2023 and is expected to surpass $ 1,748.07 billion by 2032 growing at CAGR of 7.20% during the forecast period from 2023 to 2032.

Besides the revenue earned through MICE, it may be underlined that hosting events can create a unique and memorable experience for the guests. Hosting events also helps in increasing brand exposure and gaining loyal guests. Hotels have a chance of enhancing their reputation when the guests attending the events are treated well and become familiar with the property. Showcasing the hotel's facilities broadens your property's potential to prospective clients to not only contemplate on staying in the hotel when they next visit your city but also of clients holding their events in your property.

According to the Ministry of Tourism, India hosted over 6.9 million foreign tourists in 2019 for various events, conferences, and exhibitions. As per ICCA city and country rankings, India with 158 meetings (out of total 13,254 meetings) secured 28th rank. The recent India G-20 Presidency recorded over 200 meetings across 56 cities, placing India on an international MICE landscape.

For the hotels or other venues, it may be pointed out that promoting MICE provides a multitude of advantages. This specialised market attracts business travellers and event planners from all over the globe, presenting opportunities for year-round bookings and sustainable revenue growth.

Also, many MICE travellers have their expenses covered by their companies. They are thus prone to spend more than they would if they had to spend from their own pocket.

Attracting MICE Clientele

With MICE market exhibiting a boom, the hotel industry is keen on attracting these prospective revenue banks to their properties. But how does one achieve this?

The first initial step, according to experts, that hotels must take to increase MICE market by gauging the type of events that hotel is suitable and capable of organising successfully. Some of the events that they could contemplate on, include:

- Business or Corporate Meetings
- Conferences & Seminars
- Weddings and Receptions
- Banquets
- Birthday / Anniversary Parties





- Social Gatherings / Tea Parties
- Exhibitions
- Workshops

Knowing Your Competitors

However, to succeed in attracting prospective clients to hold their events in your hotel you have to study the market. For this one has to undertake investigation and explore several avenues like:

Researching similar hotels in the area: To market your hotel successfully you have to study what similar hotels in the area are doing to market their event spaces. This will give you a good idea of the competition and help you in creating a marketing strategy to stand out from the crowd. One way of researching what they are offering is by visiting their websites. You could also study the online reviews of the hotel to know what people have said about their experiences and avoid doing the same mistakes in your property.

Monitoring blogs: These often provide a look at what the competitor is offering online in terms of packages and offers for MICE clients. Compare them with your own and look for ways in which you could make a more enticing offer.

Making the venue perfect for every type of event: While trying to promote your venue for any event you have to focus on the unique selling points that will appeal to prospective customers. For a customer looking for a wedding venue it is important to delve on the appearance and location of the site. On the other hand, if you are selling the space for a conference the stress should be on the size of the venue.

Marketing Strategy

Once you are aware of the techniques used by your competitors for popularising their property for hosting events, you could put together your own one-up event space package. Having a comprehensive event package which includes everything that potential customers might need will enable you to instill confidence in them to become your potential customers.

Your packages for different events could be varied. They could be only for meeting space rental or they could include catering. Packages could also include room blocks. You could offer discounts to customers booking multiple services.

Besides offering concessions, your end-to-end customer service also counts. Customer service is an extremely essential element in assuring client satisfaction particularly when you are selling space. You not only need to be responsive to customer inquiries, but you also need to provide the customer with all the information they need in a timely manner. On the day of the event, particularly, you have to provide high level of customer service and be able resolve any problems that may arise.

Marketing Techniques

Courtesy, politeness and resolving customer issues will arise only if the clients are attracted to your venue. So how do you popularise the event space? It may be mentioned digital marketing has revolutionised the entire marketing strategy.

It is found that as far as booking event space is concerned, a stunning 67% of the buyers peruse and finalise the venue digitally. This means that if you're not promoting your venue online, you're missing out on more than half of your total opportunities to book your property and increase your revenue.

One could explore various online channels to popularise and promote the space not only to attract participants from India but from across the globe. You could leverage various online channels like:

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Social media: There can be no denying the fact that social media is here to stay. An entire new generation has grown up since the rise of social media and has changed way the meetings and events industry market their events, services and destinations. Social media can be effective in terms of marketing and also having an impact on the attendees. Platforms like Facebook, Twitter and YouTube have a huge influence on popular culture. Photo sharing platforms like Pinterest, Instagram and Flickr can be used to evince interest in your property in the minds of the clients planning to hold an event like Business Meeting or a Wedding, etc.

Content plays an important role in the world of MICE events, thus marketing strategies like blog posts, videos and infographics to highlight key aspects of some events held at the property can help position your venue as a leader.

Website: Marketing a venue online starts with your website. It has to be visually compelling and easy to use to keep the viewers engaged.

You should showcase the venue in an adequate manner like accurate floor plans (this leads to event planners mentally mapping their event into your space), quality photos (beautiful professional photographs highlighting unique elements is likely to make your venue more viable) and videos (According to a survey it is found that a majority of the event planners found that videos helped them in visualising the space better).

Making the venue mobile friendly: Your website has to provide a seamless mobile experience. According to Google research, it is found that 62% of the users who have negative experience on mobile are unlikely to deal with the brand.

A couple of pointers for a mobile friendly website are:

Avoid development programs that aren't made for mobile. (example: flash)

Make sure your site automatically scales text and photos to mobile screen sizes.

Create a Facebook event: Over 550 million people are using Facebook Events. This means that even if your page is low on followers, it has a high potential of attracting interest.

Email campaigns: Email marketing remains a powerful tool for promoting your venue as being ideal for any events the clients may be planning.

Event Management

Realising the importance of MICE for the increased profitability of the hotel due to efficient management of event spaces it is important for the property to have an event manager to ably handle all the hotel's event spaces including dining rooms, conference rooms, large ballrooms, et al.

There are ample benefits of having an event management team or an event manager in the hotel industry. An event manager plans and utilises things in the premises which will enable saving of time and money.

Event Manager's responsibilities include:

Meeting with clients, to discuss their event requirements and provide information about the hotel's facilities and services.

Planning the event from start to finish, as per the requirements and objectives of the client. He has to coordinates all aspects of the event, including food and beverage, decorations, entertainments, audio-visual equipment, etc.

Coming up with suggestions to enhance the event's success.

He is responsible for marketing the hotel's event facilities and services to potential clients

Managing the event within the budget of the client, supervising the event to the satisfaction of the client, thus ensuring the loyalty of the client.

An event manager, it may be mentioned, has to be able to get help from other staff members - From cleaning staff to the catering crew. He has to make sure all team members co-operate. To make this happen he has to have a knack for hiring people on the inside as well as testing partnerships with third-party vendors on the outside. To enable him to shepherd this large team in the hustle bustle of high stakes situation he must have a great communication as well as people management skills.

An event manager is aware that if there is no event, there is no job! He/she is usually in charge of sales and marketing for the property's event space. Event managers often use their marketing and sales savvy to get entice clients book venues in their property. They work with the clients to plan and execute outstanding events. They ensure that everything – from invitations to food and drink – is executed within the client's budget thus increasing the probability of the client loyalty.

Event management, it may be mentioned for the novice, is an arduous task which comprises of the following key elements:

Event Infrastructure: This is the main element that makes up an event. In this one must have the tools for the type of event that is being organised. Even if the event date seems far off, many small steps have to be taken care of early in order to stay on track.

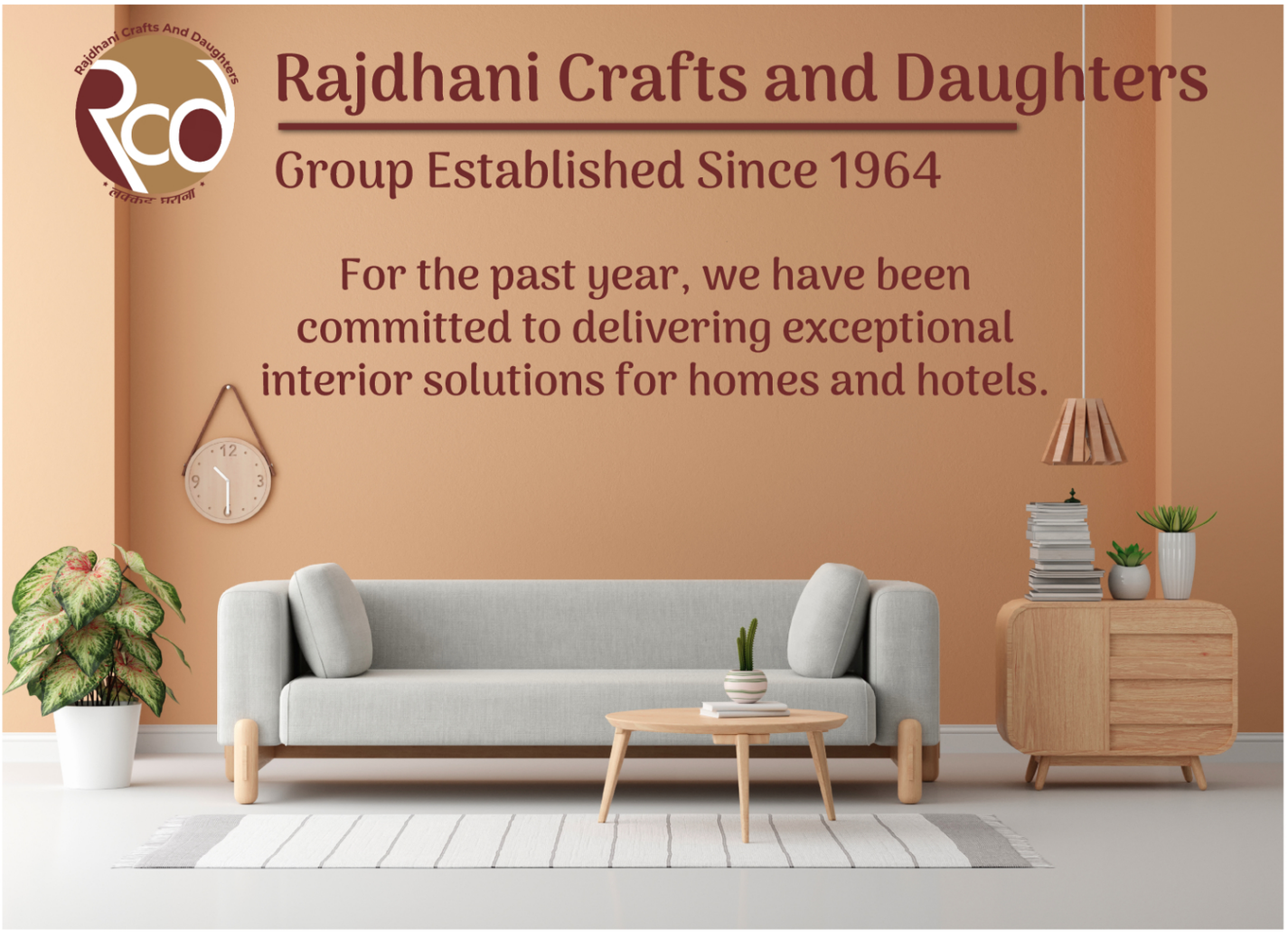
Target audience: A capable event manager should be able access target audience through the event management software.

Conclusion

Revenue of a hotel can be boosted by hosting events irrespective of the size of the property. Whether your hotel is large and located in a tourism hotspot so it can host conferences or it's smaller and relies on small events like birthday parties or other festive occasions there is always something you can repurpose to create promotions, drive bookings and generate additional revenue. This niche MICE market not only draws business travellers but also event planners from all across the globe and provides your property opportunities for year round bookings to boost your revenue.

To promote MICE business, your hotel must provide certain facilities which will be appreciated by the clientele. The most important one is providing suitable conference rooms, sessions halls as well as spaces for special breaks. These spaces also need to be provided with equipment for the event as well as provide food. Security and hotel policies are also important.

Having an event management team too enables you to boost the revenue as the team could, help promote your hotel with prospective MICE clients. ■



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Hospitality Becomes Lean and Healthy

The business traveller has increasingly become health conscious. Gone are the days when people stayed in hotels primarily for the official stint and enjoyed only the wining and dining experiences. A healthy lifestyle for many now includes a visit to gymnasium on a daily basis.

People are getting used to the concept and reality of keeping fit, either with home gym equipment or by being a member of an upmarket fitness centre. In these days and age, the new-age business traveller expects access to a fitness centre even when he is travelling.

Tied up in business meetings all day often means workout at the end of the day if you cannot fit it into the morning regime. Therefore, hotel gyms should be ideally accessible beyond the office hours. Some overseas properties have fitness centres which are open 24 hours a day. If a guest prefers a workout before relaxing in the early hours of the morning, she/he can have the freedom to do so in those properties. This facility also enables the guests staying at those properties to leave the hotel premises with a relaxed body and a fresh mind, even in the wee hours of morning.

An ideal fitness centre in a five-star hotel needs to have the latest state-of-the-art exercise equipment, a swimming pool, and extras like sauna or a steam shower. A Jacuzzi is no longer a luxury – it is almost a mandatory element in a good star hotel's fitness centre.

With a sizeable section of upwardly mobile women and men, who could afford to visit or stay at luxury and/or business hotels, now becoming aware of the luxury of relaxing massage treatments, the availability of these treatments in the high-end luxury or business hotels' fitness centre are going a long way in enticing the guests. Of course, for most of these services, advance appointments would be mandatory.

The Star Standards

Hotels and resorts before setting up a gym must keep into account of various factors. First of all, the gym should have adequate space and must be spruced with a wide range of quality fitness equipment. Of course, the standard of fitness equipment

could vary with the profile of the hotel/ resort, but they should be of good quality, irrespective of the profile of the hotel.

The selection of the fitness equipment does vary according to the customer profile & objectives of the fitness centre of a hotel. The configuration of the equipment can be decided based on the users' profile. Thereafter the fitness trainer in hotels and resorts should play an important role in helping guests achieve their fitness goals by keeping in mind their fitness levels & age.

The equipment of the fitness centre in the Indian five-star hotels is more or less standard and includes a challenging selection of modern gym equipment, including treadmills, cycles, cross trainer, rowers, free weights and all kind of specialty equipment too. Most five-star hotels would have a fancy professional personal trainer who could help guests derive the most value from the fitness regime.

Safety precautions are higher in countries where lawsuits are more routine, but in any case, injuries to the guests are to be avoided at all costs. Therefore, a supervisory presence is required in gyms, whether they are in a plush hotel or a narrow dark alley. However, sadly this feature is characteristic of extremely high-end properties only.

Chain hotel properties also have programmes that help guests to monitor their workout and calorie burnout. Facilities like changing rooms, temperature controlled indoor swimming pools, aerobics studio, indoor and outdoor tennis courts, billiards room as also table tennis tables are seen as the add-on features of a sleek gym of a sleek property.

Inducing the Corporate Guest

It has been seen that a corporate guest who had stayed at a hotel for a long duration of time, and was using the hotel's fitness centre regularly, often continues to avail the facilities of the same fitness centre as a part of her/his habit, even when she/he ceases to stay at the given hotel. This trend is often seen in metro cities.

The role of innovative fitness regimens to attract the discerning crowd to the hotels and resorts should not be discounted. Hotels and resorts in the country should be more proactive to introduce innovative and uncommon but very effective fitness regimens.

It can also be a savvy business option for hotels and resorts to invite celebrity fitness trainers from time to time (say twice a month) to impart special fitness tips to their in-house trainers, to suggest new fitness regimens, and to supervise and suggest improvisations in the fitness infrastructure of the hotel or the resort's gym.

Another routine way to attract the corporate guest to the fitness centre is to offer complimentary or subsidised membership to the family members of guests once the company has signed with the hotel and this works out in the advantage of the hotel property. After all,



the golf course is not the only place where mega buck deals are struck, they could be done just as well while swimming together or even working out on the treadmill side by side.

Economy Hotels

With the onset of budget hotels and their increasing demand as also popularity, fitness centres in hotels are no longer the characteristics of the luxury and upscale properties. The facilities of the fitness centres in the budget properties may not be very lavish and premium, but the basic fitness requirements are being provided by them too.

In these properties, a smaller fitness centre with limited range of equipment might be manned or not but it is nevertheless available, often without the use of a swimming pool or other fancy extras. In these kinds of properties they have a basic fitness centre, used only by in-house guests. It is open for twelve hours a day.

Unusual Extras

Personalised extras go a long way with any hotel guest. In few high-end properties, or certain sections of selected room types, one can request for a basic 'set of exercise equipment' with instructions of optimum use and an exercise mat to be placed in the room, thereby saving the visit to the fitness centre.

In the times to come, probably more hotel properties in India will seriously consider opting for custom -made fitness solutions for their guests, and thereby improve their business. Indian hotel industry has to constantly innovate and add on to their packages to woo the customer who is indeed the king, or for that matter, the queen.

Towards Customised Fitness

The hotels and resorts' gym should also have trained fitness instructors, who also need to be sensitive about the different fitness requirements and varying physical limitations of their guests. All gym instructors, whether they be employed by stand-alone gyms or by health clubs or by gyms in hotels/resorts or by sports clubs must be certified trainers.

For fitness trainers certifications are important, but more than the certifications, credentials, knowledge and experience of a trainer matter. A fitness trainer should have thorough knowledge of fitness, anatomy, physiology and kinesiology. She/he should have knowledge and expertise in multiple fitness regimes like yoga, pilates, tai chi, aqua aerobics, etc.

One should also remember that good fitness regimen may often need to be customised, for a fitness regimen which is ideal for the body constitution of one person, may not yield similar results for the other. In fact, with people of all shapes, sizes and medical history taking recourse to gyms, the individualised fitness plans have become the need of the hour in India's fitness industry.

The role of individualised training in the fitness industry is most important as we have to consider the fact that 'no two individuals have the same body.' The exercise schedule which suits one person may not be good for the other. Besides different body compositions, the lifestyles of people also differ, and as also their requirements and fitness goals.

Therefore, the fitness trainer employed by the hotels/resorts should have a sound understanding of the physique of her/his clients and also should have detailed information about her/his clients' medical history before prescribing suitable exercises for them.

Plan at the Beginning

The designing of the fitness centre/gym in a hotel also has its own challenges. Designing a fitness centre for any kind of facility needs careful planning and smart design. It is essential to begin the design process of a gym when the hotel is at the drawing board / planning stage itself so as to avoid choice of wrong locations, miscalculation of space & product offerings.

The other important point to keep in mind is that the hotel/resort should have the architect and fitness partner on the same page so that proper provision of space, electricals, plumbing, flooring, etc. for the gym/fitness centre can be planned at the planning stage itself. It is totally improper to start working out the details of the gym when the hotel/resort is almost complete. In fact, it is already too late to get into the design details of a health club/fitness centre/gym even when just the structure of the building is ready as constraints are then placed due to load bearing structures & pillars.

Location of the gym in the hotel/ resort can also contribute to its popularity. For instance, a resort or a hotel should have the fitness centre and spa overlooking the pool or at least they should have a pleasing view. In addition to it there should be wellness activities like outdoor yoga to supplement the fitness solutions offered at the gym. It is better if the location of the gym is decided at the planning stage of the hotels and resorts.

In Conclusion

Overall, going by the fitness wave spearheading through urban India, one can easily infer that hotels and resorts in the country should be more proactive in housing gym within them. Gyms should not only be a feature of five-star and fourstar properties, but of hospitality properties in the country having lesser stars too.

But at the same time, hotels and resorts should keep into account of various factors while constructing gym or health club or fitness centre within their precincts. They should not only be prudent about the location and careful about the stringent quality of fitness equipment, but should hire only qualified and sensitive fitness trainers.

At the same time, they should try to introduce innovative fitness regimens from time to time to attract the discerning guests, and preferably should take time to time advice/supervision of nationally renowned fitness icons in order to continually improve on the expertise of their fitness trainers, and also on their infrastructure and equipment.

The fitness icons can also suggest new fitness regimens for the hotels and resorts' guests from time to time, which can enhance footfalls to those hospitality properties' gyms and health clubs. If all these factors are heeded together, the Indian hospitality industry can exploit the huge market of the Indian fitness industry in a much better manner than it is doing now. ■

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Trends in Hospitality

By Sharmila Chand

Staying attuned to the latest hospitality trends, covering culinary highlights as well, we talk to the industry stalwarts and understand the key trends. Driven by increasing consumer awareness, guests' specific immersive experiences, a deep focus on sustainability and wellness, hospitality industry is poised to elevate operations according to the evolving opportunities. Hyper personalization, pet friendly approach, regional culinary delights, wellness focus and responsible measures emerge as key trends. Let's have a look at some of the issues trending hot this year .....

Sustainable, Responsible Hospitality Trends

Vishrut Gupta, General Manager, Novotel Mumbai International Airport

At Novotel Mumbai International



Airport, sustainability isn't just a concept; it's our way of life. We've implemented numerous initiatives to minimize our environmental impact and promote a greener future. From our 280 KLD capacity wastewater treatment plant to rainwater harvesting and the utilization of grey water for various purposes, every drop is valued and utilized efficiently.

We promote eco-friendly transport with an on-site electric vehicle charging station. We have installed waterless urinals and sustainable grooming kits. We've embraced renewable energy with our solar generation system and heat recovery systems, while also prioritizing energy-efficient lighting throughout the hotel.

Our commitment to waste reduction is evident in initiatives like; the elimination of single-use plastics in guest-facing areas and also the heart of the house. Proper measures are taken to dispose of used cooking oil and segregate food waste. With motion sensors, sensor-based taps and aerators, we're conserving resources without compromising on comfort.

Additionally, our focus on local ingredients and zero-waste policies in the cafeteria highlights our commitment to sustainability. In our laundry facilities, we prioritize sustainability by utilizing low-temperature washing methods and eco-friendly, green chemicals. This further exemplifies our dedication to sustainability.

Abhishek Sadhoo, General Manager, Shangri-La Eros New Delhi

Going by the need of the hour, at



Shangri-La Eros New Delhi, sustainability is integral to our ethos. We prioritise waste reduction, energy efficiency, and water conservation, demonstrating our commitment to environmental responsibility. Embracing the global 'Rooted in Nature' program, we conscientiously source local and ethical ingredients for our culinary offerings.

Our eco-conscious initiatives extend to the reduction of single-use plastics, ensuring a positive impact on both local communities and the environment. By fostering biodiversity and supporting local economies, we strive for sustainable practices that align with Shangri-La's broader commitment to environmental

stewardship. Through ongoing efforts, we aim to create a greener, more sustainable future for our property and contribute to global conservation goals.

Culinary Trends

Culinary Delights of Gongura Leaves!

Gaurav Paul, Executive Chef, Hilton Bangalore Embassy Golf Links

Gongura, also known as red sorrel or roselle leaves, stands as a culinary gem cherished in Andhra cuisine. Its traditional significance has transcended, and this unique leaf is now at the forefront of innovation in modern kitchens where chefs are pushing culinary boundaries. Gongura introduces a distinctive texture and imparts a delightful tartness, inspiring creative concoctions like Gongura green chilly butter, white chocolate and Gongura popsicles, pickled lemon and Gongura



marmalade, and even spicy tangy chaats.

Diverse techniques are harnessed to extract culinary delights from Gongura leaves, with the Gongura Martini emerging as a personal favourite. As Gongura experimentation expands beyond regional borders, it is on the cusp of becoming a prominent trend in the culinary world. Anticipate metropolitan areas, extending beyond the southern states, to embrace this leaf for its exceptional sour taste, marking the onset of a new era in gastronomy.

Detox Water in the Spotlight!

Chandan Chowdhury, Director - Food & Beverage, Hotel Royal Orchid, Bangalore



Detox water is not a new concept, in India in fact there are many concoctions in Ayurveda with various Indian herbs and spices for various benefits. In the 21st century though, we are reinventing these age-old recipes to cater to a modern audience, the Gen Z and the millennials. Guests today are very health conscious; they want to stay hydrated and look for interesting options to consume their daily intake of H2o. So Indian hotels are bringing forward detox water with an Indian twist beyond the typical fruit infused water.

For example, Methi or Fenugreek is one of the most well-known Indian spices with a lot of medicinal properties. Methi and Ajwain water is high in antioxidants and anti-inflammatory properties. So we will see more and more hotels come forward with concoctions with Indian spices that work such as Tulsi, Cinnamon, Dry Ginger, that offer a burst of flavours which also offer some benefits whether it is to aid digestion, to purify blood or help in weight loss.

Serving Traditional Delicacies on Banana Leaves

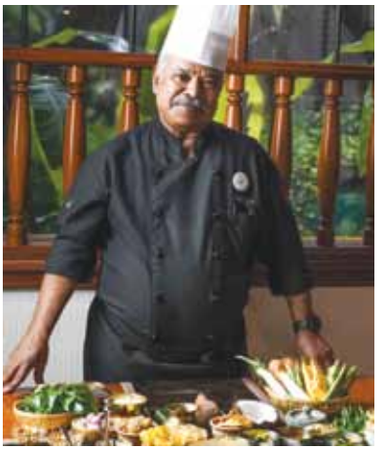
Masterchef Bala Subramanian, The Orchid Hotel Mumbai

At Mumbai's culinary haven, South of Vindhyas, tradition and sustainability are not just buzzwords but a way of life. As you settle at your table, you're greeted by a sight that will warm your heart – Banana Leaves, not just for decoration, but as integral parts of our dining experience. These leaves, to me, are more than just a serving vessel; they're symbols of well-being and eco-friendliness, reminding us of our roots and our responsibility to the planet. And we are lucky that at The Orchid, we grow organic Banana trees in our very own backyard.

Every dish I create bursts with organic goodness, carefully curated to nourish both body and soul. But what truly sets our dining experience apart is the use of banana leaves. As they cradle your food, they not only add a touch of tradition but also contribute to our commitment to sustainability.

These humble leaves boast organic antioxidants, which, when hot food is placed upon them, infuse into the meal, offering a natural shield against various disorders associated with a sedentary lifestyle. Banana leaves are not only 100% environmentally sustainable but also a symbol of our commitment to preserving our planet.

Beyond their practical use, banana



leaves hold a deeper significance for me. They represent a connection to my heritage and a dedication to preserving the planet for future generations. So when you dine at South of Vindhyas, know that every bite you take is a step towards a greener, healthier world – a world where tradition and sustainability unite seamlessly on your plate.

Vocal for Local Experiences!

Ridhima Nagpal, Marketing and Communications Manager, Hyatt Centric MG Road Bangalore

Pioneering a transformative trend in the evolving hospitality landscape, properties are increasingly integrating authentic local



experiences with contemporary living. At Hyatt Centric MG Road Bangalore we have been going beyond conventional accommodation to curate immersive moments that seamlessly blend the essence of the locale with modern comforts. Through collaborations with local talents, this trend is exemplified in skilled chefs, captivating artwork, and curated experiences such as dosa walks and bird watching.

This approach transcends a mere stay; it offers guests a deep immersion into the soul of the city. As a gateway to authentic local culture, hospitality converges with the uniqueness of the locale, creating an unforgettable experience. We anticipate more properties embracing the curation of local experiences, promising guests a distinctive and memorable stay that captures the spirit of the destination.

Pet Friendly Hospitality!

Deepyayan Ghosh, Director of Rooms, Bengaluru Marriott Hotel Whitefield

Prepare to witness a heart-warming



revolution as the surge in pet-friendly hospitality becomes the talk of both bustling metropolises and quaint towns in the months ahead. The demand for accommodations catering to furry companions is reaching unprecedented heights, and we're not just witnessing it– we're leading the charge. Picture exclusive pet menus boasting health-centric, salt-free options, signalling our unwavering dedication to the evolving phenomenon.

In our establishment, it's not just about culinary delights; it's an immersive experience. Cozy beds, engaging toys, and meticulously sanitized play areas create a haven for our four-legged guests. The uptick in demand for pet staycations, especially on weekends, underscores the rapid embrace of this trend. Our commitment and unique pet-centric approach at the heart of which is our genuine love for pets set us apart in an industry witnessing a transformative shift towards embracing our loyal companions. As more hotels adopt similar protocols, the pet-friendly wave is poised to swell, acknowledging the rising desire among pet owners for exceptional lodging experiences.

Experiential Stays and Offerings for the Guests

Rajneesh Kumar, General Manager, Courtyard by Marriott Aravali Resort

At Courtyard by Marriott Aravali Resort, our commitment to providing exceptional experiential stays is ingrained in every aspect of our offerings. We understand that modern travelers seek more than just accommodation; they desire immersive and memorable experiences. We strive to create a symphony of experiences that leave a lasting impression. Our dedication to delivering more than just a stay is reflected in the diverse offerings that cater to the varied preferences of our discerning guests.

Here are some of the key offerings that define our approach:

Cultural Immersion: Our resort is a gateway to the rich culture of the Aravali region. Guests can partake in curated local experiences, from traditional performances to hands-on workshops, providing an authentic taste of the locale.



Culinary Journeys: Our culinary offerings go beyond the ordinary. From locally inspired dishes to themed dining experiences, we invite guests on a culinary journey that showcases the diverse flavours of the region.

Wellness Retreats: In partnership with our spa and wellness facilities, we offer wellness retreats that focus on rejuvenation and relaxation. Guests can indulge in spa treatments, yoga sessions, and wellness programs amid the serene backdrop of the Aravali hills.

Chaupal by the Poolside: Indulge in the unique Chaupal experience by our serene poolside. Immerse yourself in the vibrant ambiance, where local traditions meet modern comfort. Enjoy curated performances, savour delightful snacks, and relish refreshing drinks, all while surrounded by the tranquil beauty of the Aravali hills.

Adventure and Recreation: For the more adventurous souls, we provide a range of outdoor activities, including trekking, nature trails, and recreational sports. These experiences are designed to connect guests with the natural beauty surrounding the resort.

Themed Events and Celebrations: Whether it's a romantic getaway, a family celebration, or a corporate event, we specialize in curating themed events that add a touch of exclusivity and magic to every occasion.

Sustainability Initiatives: Our commitment to sustainability is woven into the guest experience. From eco-friendly amenities to responsible sourcing in our dining options, guests can enjoy a stay that aligns with their values. ■

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Health Restaurants

The growing popularity of healthy foods and drinks in India can be traced to the changing patterns in India's society and economy in the recent years, and is increasingly reflected by the profusion of healthy foods and beverages in the sleek super market shelves of Indian cities.

We are now seeing a plethora of health foods, which are termed as functional foods. The popularity of organic foods, which can be described as zenith of health foods, are also on the rise, and super health foods are becoming vogue among the higher echelons of the Indian society and also among the upwardly mobile metropolitan India.

With health consciousness rising in the urban Indian society – a healthy trend which is also contributed by the unhealthy reality of a spate of lifestyle diseases afflicting us – there is a pressing need for the Indian food service industry to bring more healthy food products & beverages for the eating out crowd, without compromising on the guests' tastes.

It is about time we have more 'health restaurants' in the Indian food service industry. They should not only stringently adhere to all FSSAI rules and regulations but should go beyond that. They should ideally serve not only healthy food & beverages, but 'only' healthy food & beverages. Moreover, the menus of these restaurants should ideally be certified as 'healthy' by the renowned and independent dieticians and nutritionists, who of course, should not have any stake in such restaurants.

The Role of Experts

Nowadays, with many dieticians and nutritionists having national fame, it can be a pragmatic decision on the part of restaurants serving healthy food & beverages to get their restaurants' menus endorsed by such renowned dieticians and nutritionists. A given health restaurant can choose to get any one nutritionist and/or dietician to endorse its menus.

Most of health professionals support that restaurants which are focused on serving healthy food & beverages should get their menus evaluated or endorsed by nutritionists and dieticians of repute. This can be a healthy exercise and it can facilitate those restaurants to stand apart from the crowd.

However, endorsement of menus of restaurants attempting to position themselves as healthy restaurants by renowned nutritionists and/or dieticians can be easily done by the evaluation of the past and present offerings of those restaurants, but that is no guarantee that those restaurants would maintain their healthy track record of serving only healthy food & beverages in the near and distant future too.

To prevent a possible loss of health quotient of health restaurants in the future, it would always give more credence if such health restaurants have a renowned

nutritionist or a dietician or both in their panel on a regular basis, who would supervise the health quotient of their food & beverage offerings from time to time. These nutritionists and dieticians on the panel can also work in tandem with the Chef or the team of Chefs of those restaurants to develop the menus in a way so that they can amalgamate the best of taste and health.

This measure would help health restaurants to maintain quality control and hence their market positioning, both of which are extremely crucial in this frantically competitive food service industry. Health restaurant can be a market savvy option for restaurateurs in the Indian food service industry in these times, when more numbers of people in India are more aware of the health quotient of food & beverages than they were ever before. Many of them are in fact, looking for healthy eating options and preferring them.

Some Healthy Infusions

In fact, there is a popular perception that



taste and health don't go hand in hand, but like most popular perceptions this too has very little scientific validity. This assumption can be easily countered with tasty and healthy products like soyabean cutlets, soyabean chops, ragi cakes, ragi rotis, multigrain rotis and multigrain breads, desserts with yoghurt and dahi, grilled fish and chicken and many, many other healthy food options. Health restaurants should focus on snacks based on millets like ragi, bajra, and whole grain.

The Indian food service industry should also show a shift towards multigrain rotis and multigrain breads, and should more extensively use whole wheat grain as the base for cakes, and for frying purposes, oat crumbs should be used by the health restaurants instead of bread crumbs.

Pumpkin seeds, flax seeds, and chia seeds should be used as ingredients in such health restaurants, wherever it is feasible. It can be a pragmatic option to have ground flaxseeds into muffin, cookie, or bread recipes. Here it deserves a mention that both flax seeds and chia seeds are rich in Omega 3 fatty acids.

And of course, the products of such restaurants must be less on salt, should have minimal use of preservatives that is not more than wherever they are absolutely necessary, and should have very less or no added sugar. At the same time totally abhorring the use of preservatives in a restaurant is not a practical option. Maple syrup, molasses, Stevia could be used as alternatives to sugar in health restaurants, wherever possible. Health restaurants should





have extensive use of fresh green seasonal vegetables and fresh seasonal fruits in their dishes, as long as the taste of the dish is not compromised upon.

The issue of affordability in health restaurants could be addressed in a 'healthy way' by going for indigenous ingredients and through extensive usage of seasonal vegetables and fruits in the restaurants' menu.

There is no denying the fact that the Chefs and F&B Managers of health restaurants would have to exercise their creativity quite vigorously to invariably incorporate good taste in their healthy offerings. It is because without taste, healthy food cannot have market edge.

Other Measures

Healthy food & beverages needn't necessarily be something exotic or organically produced, entailing exorbitant pricing. Even everyday commonplace food like roti and pulses can be spruced with health and can be prepared in a healthy manner.

There is no need for health restaurants to serve only costly food, which would be out of reach of the majority of the eating out crowd, and neither it is necessary that they can have only presence in the metros and tier-I cities of the country. Even tier-II cities can have market for such health restaurants.

Allergen status of food items which have potential to cause allergy should be mentioned in the restaurants' menu. This would safeguard people vulnerable to allergies to certain types of food. This can be another attribute of a health restaurant; by introducing this measure they can be friendly to the guests who are susceptible to allergies.

The role of interactive menus, where guests can have a say (but not final say) in changing the menu according to their preferred choices, can also be helpful in maintaining or enhancing the health quotient of health restaurants. Lack of sufficient health attribute in the Indian food service industry today is basically a supply side problem.

If guests can have more say in the food & beverages that they are being served in restaurants, they are expected to choose healthy options. And a great majority of guests who would come or do come to such health restaurants can be expected to choose only healthy food & beverages in their menu suggestions, provided of course they do not compromise on the tastes.

Restaurants should have a selection of food products for people afflicted with gluten related disorders. Restaurants positioning themselves as health restaurants can do well to heed to such wonderful advice. It would be better if menu for people with gluten related disorders are highlighted in a distinctive manner, like in a different colour than the rest of the menu. Of course, such exercises again require the advice/help of the nutritionists and dieticians.

To attract more and more people afflicted with certain types of health issues, restaurants can make special menus as per medical issues of individuals for e.g. diabetic menu, hypertensive menu, dyslipidaemia menu, etc. This idea can be adopted by the health restaurants. By developing menus for people with special medical issues, the health restaurants can enhance their clientele base.

It would also be better if such health restaurants have a juice bar within their premises, serving healthy fruit juices in uncommon combinations. This can be an added attraction to such restaurants.

The Ambience

The ambience and décor of such restaurants should also reflect a healthy lifestyle. For example, larger than life sized photos of people walking, exercising, cycling, plying sports, etc. can be part of their décor. Soothing and soul uplifting music can be part of the ambience of such restaurants. And of course, it goes without saying that any restaurant thinking of positioning itself as health restaurant should have spic and span hygiene; not only in its kitchens but in every inch of its space.

By organising some health and fitness related events from time to time like marathon run, kick boxing competition among women or lectures or fitness sessions by health or fitness experts, these health restaurants can get more publicity and hence market momentum among its target guest profile.

The Future

Yes, health restaurants with the incorporation of the above discussed attributes can be construed as a relatively new concept in the Indian food service industry. But it can still garner quick popularity for these restaurants and effectively fill a market gap in the Indian food service industry of present times.

We can infer that the growing popularity of healthy foods and drinks in India would eventually help many Indians to have a firm control over their chronic lifestyle ailments or in preventing their occurrence in their lives. This in turn would have positive influences in many of our lives, lifestyle and productivity. We can say that these healthy eating and drinking choices would enhance the span and quality of many of our lives, in the years to come. ■



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A Stunning, Tranquil Haven!

Jaisalmer Marriott Resort & Spa

By Sharmila Chand

Established in 2016, Jaisalmer Marriott Resort & Spa in its eight year of operation, resort has transcended into an iconic edifice and remains a landmark for the city. Built in yellow sandstone which is the hallmark of the region, the resort looks stunning. It resembles a palace with center portico embellished with a magnificent water body, drawing inference of a mirage in a desert. The long alleys with arches in periodic intervals gives a feeling of royalty and juxtaposes with the surroundings to create a bold impression.

Elevated ceilings with chandeliers, glass windows allowing ample daylight to enter the inner sanctum make the resort a haven for the discerning traveller. With 137 guest rooms, multiple dining venues and large banquet spaces, the resort is well poised to cater to conventions, social events and leisure travelers.

Design

Designed by Hirsch Bednar and Associates (Singapore), the resort encapsulates the colours of this majestic place. The golden hue on the exterior with intricate stone carvings and light textures of the interior compliment the undertone beauty of this palatial resort.

> "At Jaisalmer Marriott Resort & Spa, we offer experiential hospitality reminiscent of our brand and lineage. Our traditional welcome with artisans performing at the entry gate sets the stage for an exciting stay. Our aim is to imbibe the local culture in offering an experience that will be etched in guests' memory"
>
> **Shiv Bose,**
> **General Manager**

The porte cochere is grand with fire torches along the periphery of a mushroom fountain with a manicured hedge backdrop. This theme is further reinstated in the center oasis of the resort which truly steals the spotlight.

The high ceiling lobby with hand cured glass chandelier is a testament to the bygone era. The opulence is vividly displayed with antique furniture placed in various locations to create a look of an inhabited fort. Inspiration is also drawn from the vastness of sand dunes to make it look endless with the use of glass windows to see the horizon.

Having proximity to the Jaisalmer Fort, the designers have ensured that certain room categories overlook this monolithic structure that dates back to the 12th century.

Accommodation

The resort has 137 guest rooms including 10 suites. The rooms are spacious and





have windows with automated blinds to ensure an uninterrupted view. These well-appointed rooms are categorized by their views and are classified under Deluxe, Oasis and Fort. The Royal Room and the Jaisalmer Suite are bigger in size and exude a sense of royalty.

The rooms are spread on two floors, with the first floor having 70 rooms and the second floor with 77 rooms. The average room size is 32 sq. meter, with the royal room and the suite being more spacious with carpet area of 42 sq. meter and 73 sq. meter respectively.

Whilst all rooms have shower cubicles, the suites have sunken bath that makes the stay in them even more relaxing. Needless to say that all rooms are well equipped with state of the art facilities and world class amenities.

Dining

The resort has four food and beverage outlets. 'The Jaisalmer Kitchen' is the quintessential coffee shop with buffet and a la carte options. Guests can enjoy international cuisines along with Indian fare. Breakfast is very special with an extensive buffet having several live stations.



"Our cooking methods are heavily influenced by local customs and traditions. Our endeavor lies in introducing our guests to flavors which are inherent to Jaisalmer"

Chef Jamal Sha,
Executive Chef

'Wyra' (meaning desert wind), is the roof top venue with the Jaisalmer Fort as its backdrop. Serving traditional Indian delicacies with focus on Rajasthani cuisine, this restaurant makes it to the bucket list for travelers who visit Jaisalmer.

Located at the ground floor, 'Dunes Bar' serves a variety of beverages and light bites to make the evenings special. Known for its curated cocktails from local ingredients, the bar is frequented by locals and resident guests.

'The Mithai Company' (TMC) is a quirky take on finger foods. Located at the lobby level, one cannot miss the aroma of freshly brewed coffee and freshly baked delicacies.

In addition to the above, guests can order from the comfort of their room, round the clock.



Outdoor Spaces and Spa

The outdoor oasis is 40,000 sq. ft. and consists of a water body with lawns adjacent to it. The space also houses the recreation block with the renowned Quan Spa and the gymnasium, along with the swimming pool.

The outdoor portico resembles the innards of a fort that has lawns built inside for the royals to maintain privacy whilst enjoying the manifestations of nature.



Passion at Heart and Simplicity in Mind

Shiv Bose, General Manager, Jaisalmer Marriott Resort & Spa

Shiv Bose is the General Manager of Jaisalmer Marriott Resort & Spa. With over two decades of versatile experience encompassing multiple areas of hospitality, he has risen up the ranks to his current designation. Having worked in multiple hotel chains, Shiv has earned numerous accolades and has been recipient of multiple awards and recognitions.

What is the USP of your property?

We at Jaisalmer Marriott Resort & Spa offer guest an experiential stay. We infuse local culture and traditions from the welcome rituals, guest room amenities and into our dining venues to create an unparalleled experience.

Guests are treated with performances of local artists that involves ethnic song and dance recitals to puppet shows that conveys a moral message.

To sum it up, we are true to our salt in giving guests a flavour of the golden city.

What are the green initiatives the hotel has taken?

As an organization, Marriott has moved to bulk bathroom amenities for all its brands and we have followed suit. This ensures we reduce landfill and limit use of plastic bottles.

In addition to this we use two sources of renewable energy, solar and windmill along with conventional energy supply thus reducing carbon footprint.

To safeguard water wastage, all sewage water is treated and used in our gardens that reduces our dependency on natural supply chains.

These endeavours form the basis for many smaller initiatives undertaken by the team at the resort towards a more sustainable hospitality outlook.

What are the sustainable processes in your property?

We have taken a conscious effort to purchase eco-friendly supplies for our daily operations, mugs in guest rooms have been changed from ceramic to husk and take away containers have been changed from plastic to eco-friendly versions.

Work is underway to replace other consumables to environmentally friendly versions and we are confident in making a major shift in this arena, with advent of time.

What distinguishes your property from others in the same bracket?

Whilst other properties have luxury orientations, we focus on affordable luxury that has more weightage on the memories created.

Case in point is our concierge brochure, which is a panorama on places to visit in Jaisalmer. To enhance the experience, we have taken it to the last mile and have partners on board to facilitate guests experience the city and its manifestations with comfort and ease.

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

The genre of our food and beverage venues are different and each have a special calling.

From an open air venue serving traditional Indian food and dotting the specialties of Rajasthan to an extended buffet selection of international cuisines. The resort offers guests a wide range of cuisines and ambience to choose from.

Not limiting ourselves to the traditional restaurant seating, guests at the resort can dine at the oasis portico with the backdrop of a waterfall to enhance their dining experience.

Our team members serve with a sense of purpose and leave no stone unturned to bring a smile on the face of our guests.

What are the future plans and new initiatives you wish to undertake in your property?

We are building on the experience we offer to our guests by adding newer verticals that is reminiscent of our brand and lineage.

Case in point is the major overhaul of our banquet service layout and event coordination process. This will ensure we facilitate guests better and showcase our prowess in executing events to make memorable moments truly remarkable.

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

A massive talent crunch is felt across the industry. Whilst a lot of brands have mushroomed in the country, a great many talented hands are needed to successfully run these enterprises.

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

The opportunity to facilitate decision making that has positive impact on our trade and the wellbeing of my team members.

What has been the most rewarding moment in your career?

The instance of team members getting teary eyed and even outsourced team members venting their emotions on the farewell day of my first stint as General Manager. This convinced me that I had emotionally connected with them and made a difference in their lives.

How do you de-stress?

Reading and silent meditation helps me recompose after a tumultuous work day.

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

Aim for perfection in your tasks and overcome hurdles with conviction.

One advice you would like to give youngsters aspiring to excel in Hospitality?

Work with passion at heart and simplicity in mind.

In today's fast paced lifestyle, it's easy to get sidelined, however one needs to keep distraction of failures aside and keep forging ahead.

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For Best Laundry Results

From the right softness of the water to its correct temperature, proper amount of detergent, bleach and other laundry products to following all the steps such as sorting, washing and drying, getting the best laundry results requires a little bit of training and a great deal of attention to details.

Laundry is a scientific process which requires utmost care before applying a process on the material being washed. But even before starting the process, one needs to think about the right laundry products and ask a few questions. Is the water to be used soft enough for a shining result? This is an important question as water plays a very important role in laundry care. While soft water helps in the cleaning process, hard water can create a little trouble. So if you are dealing with hard water, a water softener can be of great use. Otherwise, adding a little more detergent than the product label recommendation can also help. However, choosing the proper water level and temperature is also equally important. Secondly, one must be careful about using the right amount of detergent, bleach or fabric softener as per the label recommendation.

Once all the laundry products in right amounts in place, the process of washing could start. But before that one must sort clothes by colour, wash temperature and fabric type. Always consult the fabric label for specific washing instructions. Set the load size, wash and rinse temperature dials on the washer. Allow the washer to fill with water before adding detergent and any laundry additives. Add your clothes at the last! Be sure not to overload washing machine. Leaving space for clothes and detergent to move freely in the machine ensures that stains and soil are released and removed from the garments. For best results, remove clothes from the washing machine and dry garments as soon as the wash cycle has completed. Read the label on each garment carefully and follow recommended drying procedures.

Sorting the Wash

Sorting the laundry is the first step to a clean wash and helps to keep clothes, linens, and other household items looking their best through repeated washings. First sort the laundry by colour. Put all the white articles in one pile, the light colours and pastels in another pile, and the bright and dark colours into a third.

Then separate the dark pile into two piles: one for colourfast items and one for non-colourfast items. Further separate each pile into three smaller piles based on how dirty they are: lightly soiled, moderately soiled, and heavily soiled. You may have up to 12 piles of laundry. Sort them until you come up with a reasonable number of compatible, washer-size loads.

The following hints help you with the final sorting:

• Combine white and lightcolour items that have similar degrees of soil into the same pile.

• Create a separate pile for delicate items that should be hand-washed.

• Separate white synthetic articles, and wash them only with other white fabrics.

• Separate synthetics blends and permanent-press fabrics from natural fabrics.

Now it's time to prepare the clothes for the washing machine.

How to Clean Synthetic Fabrics

The first step in keeping clothes in good condition is to know what each item is made of and the best way to care for it. Most garments manufactured have permanently attached care labels. When it comes to synthetic fabrics, these labels can be of enormous help in determining exactly how you should remove stains and clean an item. Certain information is not included on care labels, though.

Acetate

Acetate is made from cellulose and has a silk like appearance. It is closely related to rayon and has good body and drapes well. Taffeta, satin, crepe, brocade, and double knits often contain acetate. It is not very absorbent or colourfast and loses its strength when it is wet. If the care label specifies that the article is washable, hand-wash it carefully in warm water, using a light-duty detergent. Do not soak coloured items or wash them with white articles. Line-dry acetate away from heat or direct sunlight. Press acetate at the coolest setting, on the wrong side, while the article is damp. Nail polish remover and perfumes could permanently damage acetate.

Acrylic

Many acrylic weaves resemble wool's softness, bulk, and fluffiness. Acrylics are wrinkle-resistant and usually machine-washable. Often acrylic fibres are blended with wool or polyester fibres. Acrylic's biggest drawback is its tendency to pill. Blends will do this less than pure acrylic. Dry-clean acrylic garments, turn them inside out before laundering to reduce pilling. Wash delicate items by hand in warm water, gently squeezing out the excess. Machine-wash sturdy articles with an all-purpose detergent, and tumble-dry at low temperatures.

Fiberglass

Fiberglass fabrics are wrinkle and soil-resistant, but they have poor resistance to abrasion. They are not absorbent, but stand up well to sun and weather, which makes fiberglass fabrics ideal for curtains and draperies. Fiberglass is never made into wearing apparel because it sheds small glass fibres. Dust fiberglass periodically with the upholstery attachment of your vacuum cleaner. For best results, hand-wash fiberglass using an all-purpose detergent. Wear rubber gloves to protect your hands from fibres. Drip-dry fiberglass articles; do not iron them.

Modacrylic

Modacrylic is a fiber often used in fake furs, fleece robes, blankets, stuffed toys, and wigs. It is resilient, soft, and warm, and it resists mildew, sunlight damage, and wrinkling. Hand-wash delicate modacrylic items, such as wigs, and machine-wash sturdy





items in warm water with a gentle cycle and a light-duty detergent. Use fabric softener to reduce static electricity. Use a low-heat setting in the dryer, removing modacrylic articles as soon as the tumbling stops. If pressing is needed, use a cool iron.

Nylon

Nylon fabrics are extremely strong, lightweight, smooth, and lustrous. They are also non-absorbent and have excellent wrinkle resistance. Often combined with spandex, nylon knits are very stretchy but recover their original shape. Nylon is used to make many items, including lingerie, carpets, rainwear, and tents. Machine-wash sturdy articles in warm water with an all-purpose detergent. Hand-wash lingerie and hosiery, using warm water and a light-duty detergent, or machine-wash in a mesh bag to prevent stretching or tearing. Use fabric softener to significantly reduce static electricity. Tumble-dry nylon at a low temperature setting. Press at a cool temperature setting.

Polyester

Polyester fabrics are strong, resilient, wrinkle-resistant, colourfast, crisp, and hold pleats and creases well. But they are also non-absorbent, attract and hold oil stains, may pill when rubbed, and may yellow with age. Polyester is used for clothing and filling garments and coats; some bed linens and towels are also made from polyester blends. Polyester can be safely dry-cleaned or machine-washed.

Turn polyester-knit garments inside out before washing to prevent snags. Machine-wash polyester in warm water, using an all-purpose detergent. Use chlorine bleach if necessary. Fabric softener will reduce static electricity. White polyester fabric will look even whiter if you soak it overnight in a mixture of 1/2 cup automatic dishwashing detergent and 1gallon warm water. Launder as usual, but add 1/2 cup vinegar to the final rinse. Tumbledry at a low temperature setting. Do not overly dry polyester; this will cause gradual shrinkage. Press polyester fabrics at a moderate temperature setting, or use steam.



Rayon

Rayon is a strong, absorbent fabric, but it tends to lose strength when it is wet. It is used for drapery and upholstery fabrics as well as for clothing. Dry-clean rayon, or wash it by hand unless it is labelled "Machine-washable." For handwash, use lukewarm water with a light-duty detergent.

Machine-wash rayon in warm water on a gentle cycle with a light-duty detergent. Chlorine bleach can be used on rayon unless it has been treated with a resin finish. Drip-dry and press rayon on the wrong side with an iron at a medium temperature setting while the fabric is damp.

Spandex

Spandex is a lightweight fiber that resembles rubber in durability. It has good stretch and recovery, and it is resistant to damage from sunlight, abrasion, and oils. Always blended with other fibres, spandex provides the stretch in waistbands, foundation garments, swimwear, and exercise garments.

Hand or machine wash spandex-blend garments in warm water using an all-purpose detergent. Use only oxygen bleach. Rinse thoroughly. Line-dry or tumble-dry garments made with spandex at a low temperature setting.

Triacetate

Triacetate resembles acetate, but it is less sensitive to heat; this allows it to be creased and crisply pleated. Triacetate is often used in jersey, textured knits, and taffeta. Pleated garments can be hand or machinewashed in cold water. Set the gentle cycle to agitate for three minutes. Drip-dry permanently pleated garments. Most triacetate articles can be machine-washed with an all-purpose detergent in hot or warm water. Tumble or line-dry triacetate. Press using a hot temperature setting. ■

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Innovations in Linen

Established in 1996, Blue Fab is a premium manufacturer and supplier of linen to the hospitality industry. The company offers an exclusive range of restaurant linen, banquet linen, bamboo & jute craft, furnishing, and uniforms. The range of restaurant linen includes napkin, napron, table cloth, place matt & runner, etc. The range of banquet linen includes readymade frills, chair cover, buffet sheet, napkin, etc. Besides furnishing fabric, curtain and upholstery, and shirt, waist coat, trousers, suit, cravette and scarf used for F&B kitchen operations are some of the products offered by Blue Fab.



Company has an exclusive range of bamboo/cane linen. they also came with a laundry project with well equipped advance technology machines. The company has a unique range of production uniform and service uniform which are specially designed to cater to the department/category wise need. With the arrival of more and more fine dining restaurants with innovative ideas, the linen sales are increasing fast and this could enhance the business prospects of the company. At the same time, the introduction of a slew of ambitious hotel projects in the Indian hospitality industry is also expected to increase the demand for their products.

Blue Fab
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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.

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Passionate about Continuously Evolving, Embracing Obstacles

Bhupendra Singh Shekhawat, Operations Manager, The Fern Residency Jaipur

Bhupendra Singh Shekhawat, Operations Manager at The Fern Residency Jaipur, brings a wealth of experience in the hospitality sector, having worked with establishments such as Royal Orchid Hotels, Welcome Heritage Hotels, Vesta Hotels, Crown Tour, and City Palace Jaipur over a span of 15 years. Known for his Rajasthani hospitality ethos, Bhupendra Singh started his journey in the industry within the Sales & Marketing Department, where his success paved the way for his current role as Operations Manager at the 85 rooms The Fern Residency, Jaipur.
In an informal conversation with **Sharmila Chand**, he talks about his work philosophy and more….

What is the USP of your property?

Located right at the entry point of Jaipur from the Delhi-Agra bypass, The Fern Residency Jaipur stands as the premier branded hotel in the area. Boasting 85 meticulously designed rooms, along with a captivating rooftop bar and a refreshing swimming pool, the hotel offers a serene escape for travelers. Set against the backdrop of the majestic Aravalli ranges, the green vistas from our rooftop elevate every evening into a tranquil experience, making it an ideal spot to unwind after a day of exploration.

We extend specialized services such as our 'Single Lady Stay Special', ensuring a safe and comfortable environment for solo female travelers. Additionally, we go the extra mile to accommodate families, offering assistance to single mothers by helping with childcare during their stay, be it during shower time or meal hours. Moreover, we extend a warm welcome and special assistance to Defence families, acknowledging their service and sacrifice to the nation.

What distinguishes your property from others in the same bracket?

Commitment to Safety and Security: We prioritize the safety and security of all our guests, particularly single women staying at our hotels.

Elderly Guest Care: We understand the unique needs of elderly guests and provide personalized care to ensure they feel at home during their stay. Each department assigns a staff member to take special care of them.

What are the 'Differentiating Factor' of your F&B outlets?

Culinary Innovation: Our chefs are passionate about crafting unique and memorable dishes that blend flavours from around the world, using locally sourced, fresh ingredients whenever possible.

Impeccable Hospitality: We take pride in fostering a welcoming environment where each guest feels truly valued and well-cared for from start to finish.

Sustainable Practices: We are committed to sustainability in all aspects of our operations. From eco-friendly packaging and waste reduction initiatives to supporting local farmers and producers, we strive to minimize our environmental impact while maximizing our positive social contributions.

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

I get incredible sense of satisfaction that comes from receiving positive feedback from our guests. I take immense pleasure in guiding and organizing our team in a structured manner akin to military-style briefings. This approach fosters discipline and cultivates a strong sense of teamwork among all members. Witnessing the team seamlessly unite to provide exceptional service brings me great satisfaction.

What has been the most rewarding moment in your career?

The most rewarding moment was receiving recognition from the Rajasthan government's Chief Medical and Health Officer (CMHO) in Jaipur for the role during COVID-19. It was an incredibly proud moment for me.

How do you de-stress?

To de-stress, I have found several effective methods that I incorporate into my daily routine. Firstly, I visit the hotel area, where I can witness the progress of our developments firsthand. Seeing the tangible results of our work serves as a powerful reminder of its positive impact. Additionally, engaging in conversations with experienced senior officials offers invaluable insights and perspectives. Their guidance and reassurance help me navigate challenges with greater ease.

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

My approach to work is simple: work hard to get things done and succeed. I make sure to be disciplined by managing my time efficiently and taking care of my mental health. This way, I can make the most of my time, do my best, and stay balanced and happy in my job.

One advice you would like to give youngsters aspiring to excel in Hospitality?

One piece of advice I would offer is to truly understand the purpose of your life and continuously strive to fulfill it with patience. In this dynamic field, it's crucial to never give up, maintain a positive and cool demeanor even during challenging situations, and always anticipate the needs of your guests. By embodying these principles, you not only enhance your professional growth but also leave a lasting impression on those you serve in this industry.

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