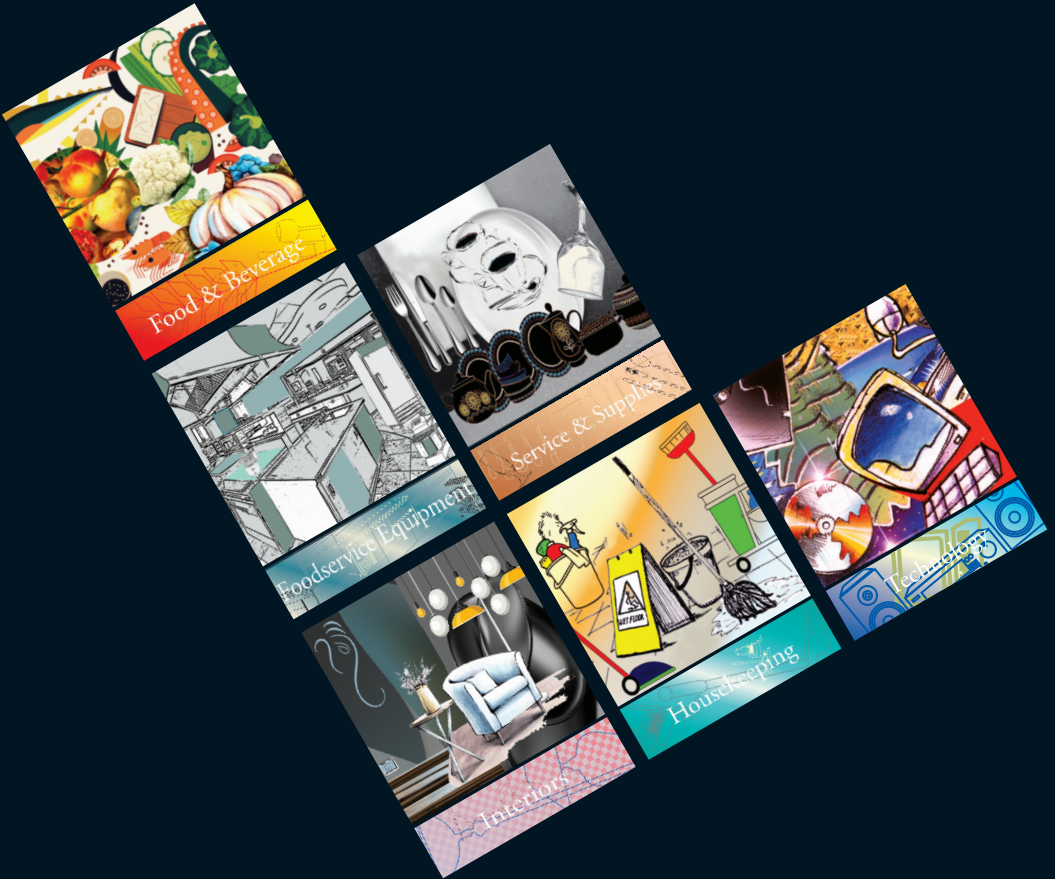


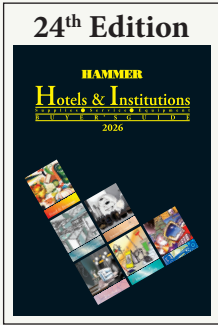
HAMMER

Hotels & Institutions

Supplies ● Service ● Equipment
BUYER'S GUIDE

2026





“The hospitality market in India is growing fast. More hotels are opening. Restaurants and bakery brands are expanding into smaller cities. Purchase teams are looking for reliable suppliers.

The Annual Hotels & Institutions Buyers Guide 2026 places your brand directly in front of these decision makers, all year round”

Indian Hospitality Industry Growth 2025-2030

Hotels CAGR 2023-2030

Market size grows from USD \$32 Billion to \$59-60 Billion.



+9-10%

70%+



Premium Hotels Occupancies

Steady revenue growth of ~7-8% annually.

Restaurants & Food Services CAGR

Market valued at USD \$80 Billion in 2024, reaching USD \$144-152 Billion by 2030.



+10-11%

Organized Segment CAGR

Chains, franchises, branded outlets growing faster.

MICE Segment CAGR

Projected to expand from USD \$3.3 Billion to USD \$10.5 Billion by 2030.



+18%

Bakeries & Confectionery CAGR

Market valued at USD \$12.3 Billion in 2024, reaching USD \$21.6 Billion by 2030.

+9-10%



Where Growth Is Happening

Tier 2 & 3 Cities Leading

Over 80% of new hotel projects outside metros

- Weekend travel surge
- Pilgrimage tourism
- Corporate events expanding
- Staycation culture rising

Restaurant Expansion

Rapid growth across formats

- QSR chains spreading
- Cloud kitchens multiplying
- Delivery apps driving demand
- Franchise models scaling



Your Buyers Are Here



Hotel Leadership

Owners, directors, purchase heads making daily buying decisions



F&B Decision Makers

Executive chefs, F&B managers sourcing equipment and ingredients



Restaurant Operators

Owners, franchise operators, catering companies expanding operations



Facility Managers

Housekeeping heads, facility managers planning upgrades

Why Advertise in 2026 Guide



Market Timing

Be visible now, dominate next 5 years of explosive growth



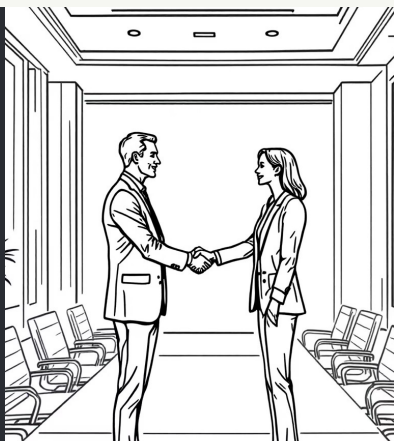
Year-Round Visibility

Referenced during budgeting, planning, sourcing, renovations



Same Rates, More Value

Unchanged pricing while market size doubled



References and Source:

www.ibef.org, www.ibef.org/industry/food-industry-india, www.imarcgroup.com/india-bakery-market, www.nrai.org/india-food-services-report, hvs.com/article/9887-india-hospitality-outlook-2025, ficc.in/api/publications/fnb-industry-2025, www.itcportal.com/media-centre/press-reports.aspx, www.hospitalitynet.org/news, www.business-standard.com/companies, www.aaharexpo.com, www.indiatourismexpo.com, www.indiaexhibition.com, www.marketresearchfuture.com/reports/india-commercial-cooking-equipment-market, tourism.gov.in, www.ibef.org/industry/tourism-hospitality-india, www.mckinsey.com/featured-insights/asia-pacific/indias-tourism-boom

Perfect For These Suppliers

Kitchen Equipment

Ovens, refrigeration, cooking ranges

Tableware & Glassware

Dining essentials for hotels and restaurants

F&B Ingredients

Bakery supplies, specialty ingredients

Housekeeping Supplies

Cleaning products, maintenance solutions

Décor & Furniture

Hotel interiors, restaurant furnishings

Tech Solutions

POS, PMS, automation, guest apps

Reach decision-makers actively purchasing. Enter high-growth markets with low competition.

Your Brand in the Hands of 40,000+ Hospitality Decision-Makers

Become part of the reference source used by India's hospitality industry while planning purchases, upgrades and new projects throughout the year.



Unmatched Reach Across Print



Print Distribution

10,000+ hotels, restaurants, catering units & foodservice institutions across 417+ cities in India



Total Readership

40,000+ industry professionals in decision-making positions with year-round access

Your brand reaches procurement departments during vendor evaluation, kitchen planning, refurbishment cycles, budget approvals and new project launches.

You're Reaching the Real Buyers

This isn't just industry audience – these are the people who approve contracts, shortlist suppliers and specify brands.

56%

Owners & Directors

They approve final vendor contracts and major purchases

24%

Procurement Heads

They shortlist suppliers and negotiate deals

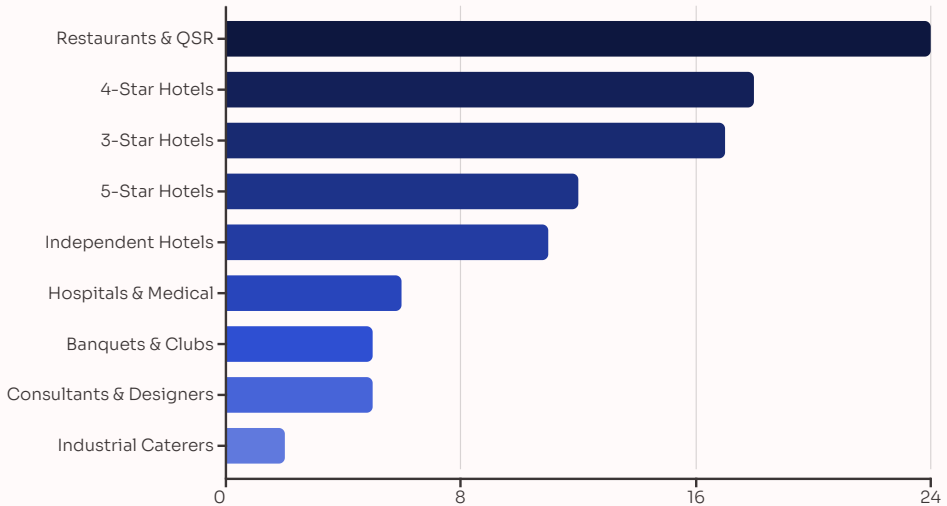
20%

Department Heads

F&B Managers, Chefs, Housekeeping & Engineering Heads who specify product brands

Multi-Category Buying Influence

Your advertisement reaches decision-makers across diverse hospitality segments, ensuring multi-category buying influence.



From luxury hotels to cloud kitchens, from hospitals to design consultants – your brand reaches every segment that matters.

12 Months of Continuous Visibility

Unlike Daily Newspaper That Expire...

The Suppliers Guide stays in operation for an entire year, giving your brand long-term visibility and sustained lead conversion.

- Kept in purchase and GM offices
- Used repeatedly throughout the year
- Serves as first reference source during procurement cycles
- Archived for year-round access



This is advertising shelf life that delivers continuous ROI.

Why Buyers Trust & Use This Guide

Saves Time

Quick evaluation of vendor options without endless research

Trusted Source

Verified industry supplier names they can rely on

Builds Confidence

Ensures confidence when recommending products to management

The Emotional & Functional Advantage

Functional Value

Comprehensive supplier information at their fingertips. Specifications, contact details, product ranges – everything needed to make informed purchasing decisions quickly and efficiently.

Emotional Value

Peace of mind knowing they're choosing from verified, trusted suppliers. Confidence in their recommendations. Reduced risk in vendor selection. Professional credibility with management.

This dual advantage makes the Suppliers Guide the go-to resource when procurement decisions matter most.

Be Where Decisions Are Made

Your brand becomes the trusted choice when 40,000+ hospitality decision-makers across India plan their next purchase, upgrade or project.



Right Audience

Owners, procurement heads & department managers



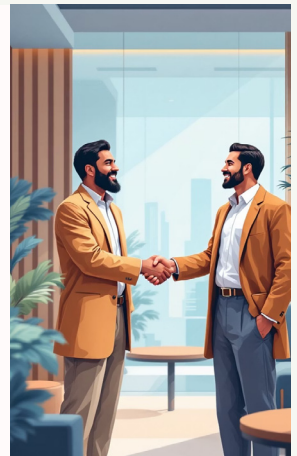
Right Timing

During active procurement cycles



Right Impact

12 months of continuous visibility



Advertisement Rate

Unit	Non-Bleed	Bleed	Rate *	
TRIM SIZE	280 x 210		Col.	B&W
Cover-Gate Fold	On Request		250000	N/A
Cover-Back	255 x 185	290 x 220	N/A	N/A
Cover-Front Inside	255 x 185	290 x 220	150000	N/A
Cover-Back Inside	255 x 185	290 x 220	120000	N/A
Cover-Facing Page	255 x 185	290 x 220	N/A	N/A
Premium Position	255 x 185	290 x 220	75000	N/A
Double Spread		290 x 440	97000	70000
1/1 Page	255 x 185	290 x 220	60000	40000
2/3 Page (V)	240 x 120	290 x 135	45000	30000
1/2 Page (H)	120 x 180	N/A	31500	21500
1/2 Page (V)	240 x 88	290 x 107	31500	21500
1/3 Page (V)	240 x 55	290 x 78	23500	16000
1/6 Page (V)	120 x 55	N/A	N/A	8500
Strip	55 x 180	N/A	N/A	12500
Display Box	50 x 55	N/A	N/A	5000
* GST @18% applicable on the above mentioned rates				

MATERIAL DETAILS

Binding: Perfect Binding.

Method of Printing: Offset.

Bleeds: Keep 1/2" from top, bottom and outside edges and 5/8" from binding edge.

Spreads: Allow 1/4" rough out gutter from all sides.

Bleed Spreads: Allow 1/8" top, bottom and outside edges. 1/4" rough out gutter.

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Heading List

Intro Pages

Architects
Consultant - Bakery
Consultant - Electrical
Consultant - Hotel & Restaurant
Consultant - Lighting
Consultant - Mep Services
Consultant - Project Management
Consultant Safety & Security
Consultant - Software
Interior Designers

Food & Beverage

Alcoholic Beverages / Wine
Bakery & Confectionery Products
Canned Food
Cereal & Cereal Products
Chocolate & Chocolate Products
Dairy Products
Dehydrated Food Products
Dry Fruits, Nuts & Raisins
Edible Oil
Food & Bakery Ingredients
Food Hygiene & Safety
Fresh Fruits & Vegetables
Fresh Meat, Poultry & Seafood
Frozen Food
Grains, Pulses & Flour
Grocery Products, Others
Jams, Marmalade & Honey
Juices & Pulps
Mineral / Spring Water
Non-Alcoholic Beverages
Organic Food
Pasta & Noodle
Pickles & Chutnies
Pre-Cooked Foods
Pre-Mixes & Paste
Processed / Preserved Food
Ready-To-Eat Foods
Sauces, Dressings & Seasonings
Savaouries, Snacks & Sweets
Soya & Soya Products
Spices & Condiments
Sugar & Sweetener
Syrups, Squashes & Concentrates
Tea & Coffee

Foodservice Equipment

Bakery Equipment & Supplies
Bar-Be-Cue
Beaters
Bins & Crates
Cabinets & Racks
Coffee Machine

Cold Room & Walk-In Chillers
Cooker & Steamer
Coolers
Dish Washing Equipment
Display Cases Hot / Cold
Display Counters - Catering
Dividers, Moulds & Shapers
Dumbwaiters & Service Lifts
Exhaust System
Food Containers
Food Processor
Fryers
Gas Range
Gas, Gas Stoves & Burners
Griddles
Hot / Cold Plates
Ice Cream / Softice Machine
Ice Making Machine
Kitchen Equipment
Kitchen Trolleys
Kitchenware
Knives, Slicers & Choppers
Lpg, Gas Pipeline Installation
Mixers, Blenders & Juicers
Ovens
Pasta / Noodle Making Machine
Pop Corn Machine
Pots & Pans
Refrigerators & Freezers
Salamander
Sinks & Washbasin
Slush / Shake Machine
Tandour
Toaster & Griller
Vending Machine
Water Cooler
Wrapping, Sealing & Packing

Service & Supplies

Acrylic Products
Aluminium Foil
Badges, Labels & Stickers
Candles
Caneware / Basket
Chafing Dish
Cling Film / Wrap
Crockery
Cutlery
Display Systems
Disposable Bags & Caps
Disposable Crockery
F&B Aids
Fuel (Solid, Liquid & Gel)
Glassware
Guestroom Supplies

Hangers
Holloware
Menu Stands / Folders
Paper Products
Portion Packs & Sachets
Pottery
Promotional Gift Articles
Sign & Signages
Stationery Products
Tableware
Thermaware
Trays
Trolleys
Uniforms

Interiors

Awnings, Canopies & Shades
Bathroom Eqpt. & Sanitaryware
Carpets & Rugs
Ceiling & Wall Systems
Decorative Items
Doors & Windows
Drapery Rods & Curtain Tracks
Floor Coverings
Furnishing Fabrics
Furniture & Fixture
Glass & Related Products
Hardware
Laminates / Veneers
Lamps & Shades
Linen
Mattresses & Cushions
Mini Bar
Modular Switches
Outdoor Products
Paints
Room Amenities
Spa & Wellness Products
Tiles / Marble / Granite
Venetian Blinds
Wall Coverings

Housekeeping

Air Curtain
Air Freshners & Perfumes
Air Purifiers
Carpet Cleaning Machine
Chemicals & Solvents
Cleaning Equipment
Contractor-Housekeeping
Contractor-Laundry
Contractor-Pest Control
Disinfectants
Dispensers-Soap / Tissue
Drain Cleaning System

Floor Scrubbing & Polishing Machine
Garbage Disposal
Hand Dryers
High Pressure Cleaning
Landscape Designer
Laundry Equipment
Manual Cleaning Equipment
Matting Systems
Pest Control Systems
Polishes
Safety Products
Sealants & Protective Coatings
Shoe Shine Machine
Vacuum Cleaners
Washroom Hygiene
Water Purifier
Window & Façade Cleaning Eqpt

Technology

Amusement & Leisure
Appliances
Beauty Saloon Equipment
Boilers
Cables & Wires
Computer Hardware
Computer Software
Conference Equipment
Discotheque Equipment
Electrical Eqpt & Supplies
Electronic Safes & Locks
Elevators & Escalators
Energy Saving Devices
Fire & Gas Safety Equipment
Generators
Health & Fitness Equipment
Hvac Equipment
Invertors & Ups
Light & Lighting Systems
Networking Solutions
Office Automation
Pipe & Fittings
Pollution Control System
Property Management Software
Pumps & Fittings
Security Systems
Solar Energy Equipment
Sound System
Swimming Pool Equipment
Telecommunications
Television
Water & Waste Management
Weighing Scales & Machines