TECH-SAVVY HOTELIERS

SECURING HOTELS AGAINST TERRORIST THREATS
Think Big
Achieve Big results in the Food & Hospitality Business with Panasonic’s Big Capacity Cookers

- BIG CAPACITY AUTOMATIC COOKER

- SR-942D
- SR-942D (S)
- SR-972D

- 5 HOURS KEEP WARM
- OVER PRESSURE PROTECTION
- NON-STOP IN 1000 KITCHENS

- HIGH POWER BLENDER
- MX-ZX 1800
- Dual 6-Blade Cutting System for Superior Results
- One-Touch Control for Pre-programmed Recipes
- Manual Setting & Pulse Button
- Ice Pack for Keeping Beverages Cool

- AUTOMATIC STEAMER - IDEAL FOR BUFFET

- SW-89A/180 (S)

- 32/38 L Capacity
- Comes with Electric Steamer
- Comes with Cooking Pan

- OVEN TOASTER GRILL

- NE-H1200

- Comes with Rotisserie
- Comes with Grill Pan

- MEAT GRINDER

- MK-MG1503
- MK-MG1800

- 1500 watts
- 1000 watts

Panasonic Appliances India Co. Ltd., 6th Floor, “SPICE HOUSE” Anexe, No. 8B, Mount Road, Gungy, Chennai - 600032, Tel: 944-8109444.

OUR HOSPITALITY CHANNEL PARTNER:
- Bangalore - Crocker World: 9664026420
- Chennai - ISN S. S. Sakthi Dural Nador - Hotel & Catering World: 044 23939001/23939772/23946006/23946007
- Gurgaon - Chevront India Pvt. Ltd.: 26559009/26559009
- Kolkata - Metroliner: 9401130100

10 Speed Motor
1800 ml Capacity
1200 W

FOLLOW US
- Panasonic Cooking India on
- Facebook
- YouTube
- Twitter

Panasonic India

Panasonic India

Panasonic India
SEE LUXURY IN A WHOLE NEW WAY

EXOTIC COLLECTION OF LUXURY BEDDING, PERSONAL CARE PRODUCTS AND GUEST ROOM AMENITIES.

MATTRESSES | BED AND BATH LINEN | GUEST ROOM AND BATH AMENITIES

BATHROOM AMENITIES

ROOM AMENITIES

MATTRESSES

BED AND BATH LINEN

HOUSEKEEPING AMENITIES

ROLL AWAY BEDS

OUR SATISFIED CLIENTS

SHUBH Springlife Mattresses

Corp. Office: 1/4A, Kirti Nagar Industrial Area, Delhi-110015 (INDIA)
Works: Unit-I: A1/A4, Trans Delhi Signature City, UPSIDC, Loni Ghaziabad,
Uttar Pradesh-201102 (INDIA) | Ph.: +91 120289 6233
Unit-II: B-115, G.T. Kamal Road Industrial Area, Delhi-110033
Ph.: 011-40392471

Mobile: +91 96717 96399, +91 98663 27944
E-mail: springlifemattress@gmail.com
Website: www.springlifemattress.com
www.springlifeamenities.com
KING

THE MOST PREFERRED BEDDING PARTNER TO LEADING HOTEL CHAINS AROUND THE WORLD
King Koil, the globally preferred brand is catering more than 100 countries with its premium mattresses and bedding products. With expertise of over 120 years, King Koil is among the world’s oldest premium mattress brands that brings technology driven innovative products for better sleep experience.

World’s top hospitality groups currently using King Koil bedding solutions
JUNE 2019

COVER STORY

TECH IT EASY POLICY FOR HOTELS
In this feature, market experts highlight the specific products and technological tools used for enabling optimal productivity for hotels. We showcase the unique selling point of the product as per market trends.

Cover Image
rawpixel.com

CONTENTS

THIS MONTH

SECRETARY’S MESSAGE 8
FHRAI DESK 10
NEWS 20
EVENTS 42
PRODUCTS & SERVICES 44
APPOINTMENTS 46

FEATURES

FHRAI DESK

PRAHLAD SINGH PATEL TAKES CHARGE AS TOURISM MINISTER
The newly appointed, Prahalad Singh Patel, assumed charge as the Minister of State (I/C) for Tourism at his office in Transport Bhawan, New Delhi.
FHRAI DESK

HRAEI & WBFES HOLD JOINT WORKSHOP ON FIRE SAFETY

HRAEI organised a workshop on Fire Safety in hospitality industry on May 11, at Hotel Holiday Inn Airport, Kolkata. We report the highlights of the workshop.

OPINION

A ‘STITCH IN TIME’ SAVES LIVES

The recent unprecedented attacks in Sri Lanka sent shock waves to the globe. Regional presidents share the level of preparedness the hotels in their regions exhibit in dealing with terrorist attacks.

HOTEL

THE AMBASSADOR OF DELHI’S LEGACY

Ambassador, New Delhi has been rebranded as Ambassador, New Delhi IHCL SeleQtions. Rajindera Kumar, Director of the hotel, takes us on a journey of the property.

CHEF TALK

SATIATE YOUR PALATE WITH WAZWAN

Wazwan in Kashmiri cuisine is a pride of the region’s culture and is gaining popularity. Chef Akashdeep Singh, Sous Chef, Ramada, Jammu City Centre, in an interview elucidates on the authenticity they offer on the regional dishes.
At the outset, FHRAI, along with its regional associations – HRAWI, HRANI, SiHRA, and HRAEI, extends its heartiest congratulations to Shri Narendra Modi, on the remarkable victory in the Lok Sabha elections, for the second time, and for being re-elected as Hon’ble Prime Minister to the Parliament of India. We are confident that Modi ji will continuously inspire the fraternity in promoting the unity of the country, prosperity, happiness, and security of its people.

Hospitality and tourism are important sectors for any economy. As identified by Hon’ble Prime Minister, that out of the Five pillars (Five Ts), ‘Tourism’ is one of the most important, and, in India, it aims to achieve greater heights and new milestones. We are confident that under his phenomenal leadership, our country shall be accomplishing the ambitious agenda and visionary roadmap envisaged by the government and industry, for the hospitality and tourism sector. As an industry body, our goal is to extend support to the Government of India in leveraging tourism’s intrinsic potential and, act as a catalyst for inclusive, equitable and sustainable economic growth.

FHRAI takes the privilege and honour to offer its heartiest congratulations to Shri Prahalad Singh Patel, on winning the Lok Sabha election and, for being allocated the portfolios of the Minister of State for Culture and Tourism (Independent Charge). We are convinced that under the guidance of Patel ji, the Indian tourism sector will flourish and attain new heights.

According to a recent report on ‘How does India Travel?’ by Bain & Company, the Indian tourism industry is expected to achieve greater heights with close to around two billion Indians realising domestic and international trips in 2018. One of the major factors being the boon in internet access, with half of the bookings and feedback given online. However, the offline mode has been the preferred mode of bookings in Tier-2 and Tier-3 cities, as a customer does research online and, then books offline, citing reasons like payment security and other terms and conditions.

With a robust growth potential and consecutively expanding market share in the world, the Indian hospitality and tourism sector is expected to achieve greater heights and new milestones. However, there are certain concerns of the industry which are hampering the growth of the sector. And, we, at FHRAI, shall be taking it up with the Government on behalf of the fraternity. For instance, Goods and Services Tax (GST). Although, GST in India is a welcome reform and the hotel industry has very enthusiastically entered the regime, however, the industry has been severely impacted due to the tax rate levied on star-properties. Based on the inputs received from the members, keeping star category hotels under the 28 per cent tax slab has compelled the industry to marginalise their profits, perhaps because it puts us in the slab of one of the most taxed nations in the world.

The hospitality industry is an ever-changing landscape and hence, the hotelier and restaurant community have to keep up with intricate technologies, robust competition, erratic marketing trends, and shortage of skilled team members.

With kind regards,
Rahul Lall
Secretary General, FHRAI
Crush the heat this summer with RICHER PULP in a FRUITFUL WAY

COMPLETE RANGE OF FOOD & BEVERAGE SOLUTIONS FOR HOReCA

FOOD SERVICE (I) PVT. LTD.
The newly appointed, Prahalad Singh Patel, assumed charge as the Minister of State (I/C) for Tourism at his office in Transport Bhawan, New Delhi. The minister holds the portfolio of Minister of State (I/C) for Culture as well. He has expressed fulfilling the Prime Minister’s vision of ‘New India’ by investing in strengthening Indian cultural roots, while promoting the tourism sector. Post assuming office, the Minister, said, “The Tourism and Culture Ministry have a lot of potential. If you look at the different means of earnings and revenue across the world, tourism remains a major source of employment generation. India is a big nation and its cultural identity is expansive. Therefore, preserving our cultural identity, we will take tourism ahead and with full determination we will try and achieve our Prime Minister’s objectives. From 2014-2019, progressive work has taken place, we will try to increase the pace of progress and with time we will try and achieve our targets.” Patel is a five-time MP and represents Damoh Lok Sabha Constituency in Madhya Pradesh. He has previously been member of several Parliamentary Committees in the 16th Lok Sabha. The 59-year-old Minister takes interest in a wide range of activities including preservation of Indian culture, development of rural areas, farmers’ welfare and promotion of sports.

Donning a new hat, Himanshu Talwar will now play the role of Assistant Secretary General, FHRAI. He brings with him more than a decade of experience working for international organisations and consulting firms in India and abroad.

During his corporate journey, he has worked as Assistant Director – Investment & Legal; Trade Advisor; and as a Consultant for Government of Japan, Poland, United Arab Emirates, and El Salvador.

In his last assignment as a new-age edupreneur, he has conducted training/ workshops for professionals and, for students, schools, under and postgraduate on international relations, micro-macroeconomics, cross-cultural and corporate communications, business and corporate laws, entrepreneurship, strategic management, soft skills, etc. He has also trained nationals of East Asia, Europe, Middle East, Latin America and top executives of MNC’s. He is the recipient of national level awards from Combined Society for Educational Research and Development (CSERD) & MyBrandBetter for his significant contribution towards management, legal and vocational education. Having acquired his Masters’ in Business Administration (MBA), he further enhanced his skills by studying Philosophy, Law and, attended Executive Management Programme (s) at Said Business School (SBS), University of Oxford, Indian Institute of Management (IIM), Calcutta and Bangalore. He holds a Doctorate degree in Management.

As Assistant Secretary General, he shall be supporting the Executive Committee, regional associations and assisting the head of the secretariat about the day-to-day administration, organising seminars/ conferences, writing reports, government relations, etc. With his vast experience, Talwar aims to bring justice to the new role.
"We have resumed operation at MAYFAIR Heritage & Waves PURI!"

For reservations call
📞 +91 92375 00101
Email: reservations@mayfairhotels.com

www.mayfairhotels.com
To address the fire safety issue and make the members and staff of hotels and restaurants take adequate steps to prevent fire accidents, the Hotel & Restaurant Association of Eastern India, in association with West Bengal Fire & Emergency Services (WBFES), organised a workshop on Fire Safety in Hospitality Industry on May 11, at Hotel Holiday Inn Airport, Kolkata.

The workshop, attended by 350-odd delegates from the region’s hotels and restaurants, reiterated the fact that adequate precautions can ensure the safety of lives and property. In addition to lectures, demonstrations, posters and public discussions, officials of the WBFES answered queries from members of HRAEI as well as the staff of several hotels and restaurants in the region.

"The prime focus for the workshop was to create and spread fire safety awareness among the owners and management staff of hotels and restaurants," said Jag Mohan, Director General, WBFES.

"Tragedies and fire accidents can be avoided by proper management action and staying alert. This can save both life and property. Its commendable that HRAEI has taken this step for the benefit of themselves as well as the society at large." The event began with a presentation on do's and don'ts and fire safety rules by Abhijit Pandey, Deputy Director, WB Fire Service, referring to the Stephen Court fire that claimed over 40 lives in 2010 and the AMRI Hospital blaze that killed 90-plus people the next year.

In the workshop, it was emphasised that every hotel or restaurant building should conform to the basic guidelines of National Building Code of India to ensure adequate fire safety.

It was stated that no compromise should be made while building a new premise or no alterations should be done that violates rules of exits (for instance, reduction of the number, width or protection of doorways, corridors or
The All-in-One Property Management Solution

- MOBILE
- COST EFFECTIVE
- EASY TO USE
- FULLY INTEGRATED

OUR MODULES INCLUDE:

- Front Office PMS
- RMS Channel Manager
- Point of Sale
- POS Dashboard
- RMS BAR Exchange
- RMS MU Module
- Inventory Management
- HR Payroll
- Finance

and much, much more!

Visit www.rmscloud.com to learn more about our complete end-to-end solution or contact an RMS specialist Rajeev: +91 9818377763 rj@rms.com.au or Harsh: +91 9049855857 ha@rms.com.au
passageways). Proper fire detection and alarm systems along with fire extinguishers should be installed and regular fire safety drills should be organised for health check-up of the system. Since kitchen is an area where fire and heat are in constant use and it has been a source of many major hotel fires, kitchen staff should be specially trained to maintain and use fire safety devices. Misuse of electricity and faulty electrical appliances are also dominant in fire risks. Fires have also started because of careless smoking habit of guests. “Do keep the exit-entry points and create more such points,” Jag Mohan told the delegates.

Sudesh Poddar, Chairman, Administrative Committee of HRAEI and the convener of the workshop said, “This is indeed a big step towards safety against fire in hotels and restaurants. This will not only spread awareness but save lives and property. The lessons we learnt here will go a long way for societal benefits. We look forward to more such workshops across the region and seek co-operation from WBFES.”

Pranav Singh, President, HRAEI, said, “Fire safety is one of the most important issues in the hospitality industry. All hotels and restaurants should try their best to adhere to the principles of fire safety laid out by WBFES because in the industry there are many areas of potential hazards, such as kitchen, air conditioning system, refrigerators, etc. For new or upcoming premises, it is not difficult to adhere to all the principles of fire safety, but for old or existing properties it is not an easy task. The Fire Department has to take this in account and help the existing/old systems to take a middle ground on safety measures.”

T.S. Walia, President Emeritus of HRAEI, said, “For a long time, safety and security with regards to fire has been taken for granted in the hospitality industry. The seminar/workshop, in association with WBFES, will surely change the perception and take the issue seriously to save life and property.”

IN MEMORIAM: YC DeVESHWAR

The FHRAI fraternity extends its deepest condolences on the demise of YC Deveshwar, Chairman of the ITC group, who left for his heavenly abode on May 11, 2019. He was 72. The cause of his death is not known. He was diagnosed with cancer a few years ago. He passed away after a prolonged illness at a hospital in Gurugram. Deveshwar joined ITC in 1968 and became the Executive Chairman of the company in 1996. Under his leadership, ITC was successful in warding off a takeover threat from its largest shareholder, BAT and it made a successful diversification in the FMCG category.

Deveshwar moved to the role of Non-Executive Chairman in 2017. He provided legendary stewardship to ITC over two decades as its Chairman. Inspired by a patriotic fervour, manifest in his clarion call of ‘Let’s Put India First’, he led ITC’s strategic thrust to create an exemplary Indian enterprise dedicated to serving national priorities. Conferred the Padma Bhushan by the Government of India for his outstanding service to the nation, he passionately championed the cause for sustainable and inclusive growth and the transformative role businesses could play in creating larger societal value. He was also ranked the seventh best performing CEO in the world by the Harvard Business Review.

The FHRAI fraternity will miss him and we convey our heartfelt condolences to his family. May his soul rest in peace.
Feel the Luxury

Delivering Perfection Since 1999
Bed Sheets, Pillows, Pillow Covers, Duvets, Duvet Covers,
Cushions, Mattress Protectors, Bath Robes, Bath Towels,
Hand Towels, Face Towels, Bath Mats, Pool Towels and more

Some of our esteemed clients:
After hosting a conclave in Lucknow in February on Environmental Concerns, HRANI hosted another conclave featuring Food Safety. The conclave was inaugurated by Pawan Agarwal, IAS, Secretary to Govt of India & CEO, FSSAI, as Chief Guest. The other key guests include K.S. Pannu, IAS, Secretary, Department of Agriculture, Mission Director, Tandrust Punjab Mission and Commissioner, Food and Drug Administration, Punjab; Inoshi Sharma, Director, FSSAI; Anoop Kumar, Deputy Director-cum-Joint Commissioner Food and Drug Administration, Punjab and Andesh Kang, Designated Officer and District Health Officer, Ludhiana. Speaking at the Conclave, Agarwal said, “We have come a long way in building trust with the food business. Certification under FoSTaC will now be mandatory throughout the country shortly.”

Agarwal also emphasised on the role of the catering sector in facilitating health of citizens by ensuring safe food to consumers. He further stressed on the need for scrupulous implementation of food safety and hygiene ratings. He applauded the efforts of HRANI for being associated in the endeavours of FSSAI. He also placed on record the initiatives of Punjab Government under the able leadership of Pannu. While concluding, he also announced that he would consider making FSSAI license perpetual (subject to payment of annual fees) in the coming days on the popular demand of the industry.

The conclave featured sessions on Hygiene Rating and Repurposing of Used Cooking Oil including FoSTaC. The presentations by eminent speakers, followed by Q & A session were held during the conclave. This event was attended by around 225 delegates which included the hospitality leaders, decision makers, industry shapers and members of HRANI. The conclave was supported by ITC, IDS, BIO D Energy India Pvt Ltd, Chivas, Sage Culture, Bombay Creations, Adkorp and Basant Ice Cream as sponsors. The hospitality partners from Ludhiana included Radisson Blu MBD, Hyatt Regency, Park Plaza, Palm Court, Maharaja Regency, Friends Regency and Hotel Nanda. Early adopters of hygiene rating, certified by the FSSAI, were awarded by CEO FSSAI which includes, Regenta Central Amritsar by Royal Orchid; Radisson Chandigarh Zirakpur; Radisson Blu MBD, Ludhiana; Kebab City Ludhiana; Barbeque Nation Ludhiana in Punjab.
Bittel, one of the leading manufacturers of hotel phones, started to think and apply technology to ensure better use for the Land-Line phone. They wanted to offer hotel guests not just a phone, but a gadget which enhances their stay experience at the hotel. Keeping this in mind, Bittel introduced a new line of designer phones under the name of 'UM77' and 'MODA' ('MODA', which means Modern, Modular & Stylish, combines unique design and many good & useful featured all-in-one.)

POPULAR STACKS
HOW DO YOU STACK?

Um77, a unique product can be attributed as the first true Multimedia Phone and was a runaway success after its launch. It incorporated a phone, radio, dock/speakers, clock, Bluetooth, NFC.... All-In-One. It was compact and did not use much space on the table, thus leaving enough space for the guest to store his personal belongings, while still providing a versatile gadget with multiple features all-in-one.

Eagle Forgings
[HOTEL & RESTAURANT EQUIPMENT DIVISION]

Phone: +91-11-41679640 / 40910000
Mr. Vikas - 9810302264, Mr. Modan - 9818076669,
E-Mail: ajay@eagle-grp.com / ajaykhannadelhi@hotmail.com
Correspondence: C-71, Okhla Industrial Area, Phase - I, New Delhi - 110020, INDIA
To encourage industry professionals and recognise excellence, HRANI for the first time has instituted its Awards. The awards will be given during conventions/conclaves/summits, empaneled by HRANI with the help of city/state Associations. The first edition of the awards was held in collaboration with Hotel & Restaurant Association of Punjab (HRAP) on May 27, 2019, at Radisson Blu MBD, Ludhiana during the 4th HRANI Conclave. The awards (Ludhiana edition) comprised Institutional Awards, Individual Awards and Special Awards. The winners of the same under various categories include:

**INSTITUTIONAL AWARDS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Hotel/Restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Best Luxury (upscale) Hotel</td>
<td>Hyatt Regency, Ludhiana</td>
</tr>
<tr>
<td>2</td>
<td>Best Luxury Hotel</td>
<td>Radisson Blu Hotel, Ludhiana</td>
</tr>
<tr>
<td>3</td>
<td>Best Convention Hotel</td>
<td>Park Plaza, Ludhiana</td>
</tr>
<tr>
<td>4</td>
<td>Best Hotel – Midscale</td>
<td>The Palm Court, Ludhiana</td>
</tr>
<tr>
<td>5</td>
<td>Best Hotel – Economy</td>
<td>Nanda Hotel, Ludhiana</td>
</tr>
<tr>
<td>6</td>
<td>Best Resort Hotel</td>
<td>Malhotra Resort, Ludhiana</td>
</tr>
<tr>
<td>7</td>
<td>Best Restaurant -Fine Dinning</td>
<td>Moti Mahal Delux, Ludhiana</td>
</tr>
<tr>
<td>8</td>
<td>Best Restaurant -North Indian Cuisine</td>
<td>Green’s Restaurant &amp; Bar, Ludhiana</td>
</tr>
<tr>
<td>9</td>
<td>Best Restaurant – Multi Cuisine</td>
<td>Bistro Flamme Bois, Ludhiana</td>
</tr>
<tr>
<td>10</td>
<td>Best Lounge &amp; Bar</td>
<td>The Bruu Kiln, Ludhiana</td>
</tr>
</tbody>
</table>

**INDIVIDUAL AWARDS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Young Hotelier</td>
<td>Rahat Khanna (The Palm Court, Ludhiana)</td>
</tr>
<tr>
<td>12</td>
<td>Young Restaurateur</td>
<td>J.J. Khurana (Terminal Five Restaurant)</td>
</tr>
<tr>
<td>13</td>
<td>Best General Manager</td>
<td>Surajit Chatterjee (Park Plaza, Ludhiana)</td>
</tr>
<tr>
<td>14</td>
<td>Best Chef (Hotel Category)</td>
<td>Sandip Patil (Head Chef- Hyatt Regency, Ludhiana)</td>
</tr>
</tbody>
</table>

**SPECIAL AWARDS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Person/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Best Corporate Executive Chef</td>
<td>Chef. Rakesh Sethi, Radisson Hotel Group</td>
</tr>
<tr>
<td>16</td>
<td>Rising Star Award</td>
<td>Simple Kwatra (Interior Designer &amp; Mrs. India 2014)</td>
</tr>
<tr>
<td>17</td>
<td>Best Wedding Planner in Punjab</td>
<td>Studio 69</td>
</tr>
<tr>
<td>18</td>
<td>Hospitality Leader of Punjab</td>
<td>N.S. Nanda, Hotel Nanda</td>
</tr>
</tbody>
</table>
A delegation comprising of Rajindera Kumar, S. M. Shervani, Vinod Gulati, Senior Members of Managing Committee from Delhi and Renu Thapliyal, Secretary General, HRANI, met Vipin Kental, Director, Delhi Fire Service, Govt of NCT of Delhi to discuss about the public notice dated May 8, 2019 issued by Delhi Fire Department. Atul Garg, Chief Fire Officer was also present. During the meeting, the delegation of HRANI apprised the Director about the difficulties and issues concerning the industry. A representation on the points pertaining to permission of carpets made of fire retarded material in guest corridors; false ceiling with non-combustible material such as POP and wall paneling with non-combustible material in the corridors were asked and submitted by the delegation. Kental, Director and Garg gave a patient hearing to the stakeholders and assured suitable action. The fire department asked the hoteliers to ensure adequate preventive measures to avoid any unfortunate incident. Garg informed the stakeholders that the fire department will soon initiate three days training of the employees of hotel and restaurant at their training centre in Rohini and a nominal fee would be charged.

HRANI MEETS DIRECTOR, DELHI FIRE SERVICE FOR FIRE SAFETY NORMS

(L-R) Vinod Gulati, MC Member, HRANI; Renu Thapliyal Secretary General, HRANI; S.M. Shervani, MC Member, HRANI; Rajindera Kumar, MC Member, HRANI; Vipin Kental, Director, Delhi Fire Service, Govt of NCT of Delhi

A calendar of trainings will be posted to the association for the circulation to its members so that hotels and restaurants can nominate their employees for the same.
MP PURUSHOTHAMAN HONOURED WITH LIFETIME ACHIEVEMENT

Mr. Purushothaman, Founder Chairman, Empee Group, was conferred the prestigious Lifetime Achievement Award. This honour was bestowed upon him by International Hospitality Council (IHC), in association with International Institute of Hotel Management (IIHM).

The award lauded his invaluable contribution in the field of hospitality and tourism industry for over five decades. The awards were announced annually on World Hospitality Day, which fell on April 24th.

Purushothaman expressed his gratitude for the honour towards IHC and Dr. Suborno Bose, Hospitality Evangelist, Chief Mentor of International Institute of Hotel Management (IIHM) and CEO and Convener of IHC, London.

The Empee Group, a well-established South Indian corporate, with revenues of over INR 20 Billion, was founded by Purushothaman in the early 1970s.

Purushothaman started with a chain of restaurants in Chennai, Tamil Nadu, before diversifying into hotels, manufacture of premium spirits and sugar production.

Today the group’s core businesses include hospitality, premium spirits, sugar and chemicals, power generation and property development. They also own the iconic hotel, Hilton Chennai, the flagship property of Hilton Hotels and Resorts in India.

LEISURE HOTELS GROUP UNVEILS ITS 26TH HOTEL

Leisure Hotels Group, with a prominent presence in Northern India and the largest in Uttarakhand, has opened its 26th property at Mussoorie. With the management acquisition of this resort, The Sylverton, Mussoorie, also heralds the entry of the largest luxury Hotels Chain in Uttarakhand, in this erstwhile summer getaway of the British. The Sylverton is located at a walk away distance from the Mall road in Mussoorie.

Vibhas Prasad, Director, Leisure Hotels Group, said, "Our experience in operating properties in Uttarakhand itself gives a clear understanding of the state’s potential and market." The Sylverton offers a colonial charm reflecting a bygone era. This boutique Resort occupies a prime location at the Mall and is perched atop the hill, offering an unrestricted view of the Doon Valley. This bespoke resort boasts of 45 spacious rooms overlooking the valley. There are multiple options for Dining, namely L’Atittude, the Restro Bar offering an international buffet spread. For family, ‘Indulge’ the recreation area offers games, pool, music and a library. For rejuvenation and relaxation, the Tattva Spa & Gym offers various therapies and body work.

The resort offers the state-of-the-art banquet and conference facilities to accommodate up to 250 guests.
cook pasta-licious recipes in minutes

Fusilli Pasta  Macaroni Pasta  Penne Pasta  Spaghetti Pasta

CALL FOR FREE DEMO +91 97443 40707

COMPLETE RANGE OF FOOD & BEVERAGE SOLUTIONS FOR HORECA

FOOD SERVICE (I) PVT. LTD.

www.foodserviceindia.com
A ‘stitch in time’ saves lives

Taking cue from the recent unprecedented attacks in Sri Lanka, there is a rise in threat to security at many places thronged by tourists. Regional presidents share the level of preparedness the hotels in their regions exhibit in dealing with terrorist attacks. They highlight on the efforts exercised to maintain safety in and around the hotel premises.

**SCREENING BAGGAGE**

We thoroughly screen our guests and their baggage/belongings when they arrive or check-in into the hotels. Vehicles getting into the hotel are thoroughly checked. Big hotels (3 star and above) have X-ray baggage scanners and a well-trained staff that can recognise and react appropriately to a potential or an actual threat.

They are asked to be watchful and report about unattended luggage, packages, or vehicles in or adjacent facilities. The registration desks are asked to check the credentials of a guest (valid ID proof, personal details, place of employment etc). Maintenance, housekeeping and room service staff are asked to keep an eye on any suspicious activities by any guest.

**TECH PLAYS CRUCIAL ROLE**

While staff and guest vigilance are key to identification and prevention of terrorist activity, technology plays a crucial role in ensuring a safe and secure environment in a hospitality set-up. Closed circuit TV and a constant surveillance of the related TV monitors can improve upkeep of safety and security.

In special situations—especially during VIP visits or MICE events—sniffer dogs can be arranged. All said and done, alert staff and proper guest vigilance are key to identification and prevention of terrorist activity.

---

**SECURITY AS PRIORITY**

India’s outlook towards security and hospitality took a paradigm shift after the unfortunate 26/11 Mumbai attacks. Guest and staff safety has become a priority in the recent past. The industry now looks at security centric protocols and ensures to create necessary awareness and training schedules for the general and security staff, besides equipping themselves with technology for strengthening safety of the property, the guests and staff. The industry has adopted necessary security procedures like CCTV cameras, scanners, etc., to enable provision of security to the guests, without compromising on privacy. Staff is constantly trained on different aspects, like emergencies and first aid. Sometimes the steps taken for security do hamper the guests privacy, but, it is handled efficiently.

**CYBER TERRORISM**

Terrorism is not only physical but also electronic. Cyber terrorism is now more of a risk for the hospitality industry. A person armed with a cell phone, with access to the hotel Wi-Fi is more dangerous than an unruly person with anger issues. Technology has to be adopted to ensure free Wi-Fi and internet hotspots do not harbour security threats by installation of efficient firewalls to prevent hacking and tracking protocols for the usage of Wi-Fi for anything dubious, leading to a security situation or threat. Hackers are rampant. Govt. compliances, re-use of the internet, including strong authentication process, should be strictly followed.

The office environment of the staff needs to be made safe. Hotels must look into insurance and regulatory concerns, maintaining health standards, etc. Undertaking risk management assessment to identify potential hazards to employees is important.

---

**Gurbaxish Singh Kohli**

President

HRAWI

**Pranav Singh**

President

HRAEI

---

Kanchan Nath

---

“Terrorism is not only physical but also electronic. Cyber terrorism is now more of a risk for hotels”

“Alert staff and proper guest vigilance are key to identification and prevention of terrorist activity”

---

June 2019 | fhraimagine | www.fhrai.com
TEAMS THAT ARE ALERT
Today, the threat of terrorism is an ever-present factor and has changed the way we live. The recent attacks in Sri Lanka targeted hotels and many innocent lives were lost in the unfortunate tragedy.

As hoteliers and restaurateurs, our teams need to be constantly alert and acutely aware of their surroundings. An eye for detail is invaluable and the ability to notice something out of place or ‘not quite right’ are important qualities to be followed.

Needless to say, training and sensitisation of employees to such threats is the need of the hour since they are in the forefront and may be the first to notice anything amiss. Quick thinking on their part can save many lives. Hotels and restaurants must ensure that their staff are trained and due importance must be given to training them.

FOLLOWING SAFETY PROTOCOLS
Security teams of the hotels and restaurants play a key role in ensuring safety for guests and employees. Safety procedures such as checking of vehicles and scanning of baggage are mandatory and must be adhered to and followed diligently. Monitoring the public areas of the premises for any suspicious activity through CCTV is essential in ensuring safety of guests and visitors.

In South India, the police and the commando force have been working with SIHRA to reach out to hotels and recently had arranged a meeting between themselves and security personnel of the hotels in Chennai.

This was co-ordinated through SIHRA. In the meeting, the hotel representatives were briefed and given guidance on the procedures to follow in the event of a terrorist attack. The session was indeed useful. We must continue to be vigilant at all times and ensure safety for our guests and visitors.

CRISIS MANAGEMENT VITAL
Security is now a major issue and has changed all our lives. It has changed the way we think and travel. Terrorism remains at the top of one’s mind when it comes to travel threats. Security, today, has become a global priority and the only answer to this is to have a co-ordinated collaboration of citizenry and transient public. Organisations need to adopt to the three-winged approach, deter people from coming, prevent incidents and in the unlikely event of a situation, the need to have plans for crisis management.

NEW MECHANISM
The crisis management plans should be up-to-date, and that the hotel staff should always be ready to tackle all kinds of unforeseen situations. With digitisation being the keyword, hotels are and will be implementing various automated technologies. New mechanisms such as mobile applications, hotel software, training modules, and security equipment being introduced in the market on a regular basis.

Given the increased risk factor, hotels and major hospitality brands are undergoing an overhaul by making large-scale investments to provide the best measures of safety and security. Another trend is the installation of new check-in systems that accept chip-based credit cards and debit cards to guaranteeing secure payments.

PREPARING EMPLOYEES BY TRAINING
If users are not well-trained, technology may fail to deliver its purpose. That said, if the technology is used from end-to-end, then the user needs to only ensure that everything is working, making human interference supervisory.

Organising firefighting drills and other mock drills for all the team members, so they are aware of how they must act in case of an emergency will really help the hotels.

STRICT ADHERENCE A MUST
One of the key ways of ensuring security is to ensure that the process meant for this is adhered to strictly by the staff. Any deviation from the SOPs about this is non-negotiable and taken up strictly to ensure there are no future lapses. Audits and check points at all stages of our operations to monitor adherence should be a must.

AWARENESS AMONG ALL
Awareness on policies is advantageous to initiate new ideas to make the workplace secure.
Technology not only makes the industry efficient, but it also saves labour hours, while facilitating repeat clients through data analysis. We speak to industry experts, who deliberate latest trends and new tech offerings for the hospitality industry.
Hotelogix offers an all-in-one, comprehensive and the only enterprise-grade hotel property management system that is on the cloud. With a centralised control, the Hotel PMS helps hoteliers manage multi-property operations with ease. With us, most of our clients have witnessed instant ROI that includes increase in bookings via online sales channels and a substantial spike in their overall revenue.

Hotelogix has a rich experience in serving hotels operating across 100+ countries including developed geographies like North America and Europe.

In the last couple of years, the Indian market has been very responsive – mainly in the multi-property group segment. In India, Hotelogix grew by nearly 90 per cent in year 2018-19, and is expected to register another phenomenal growth at the same rate or higher during 2019 and 2020.

**LATEST TRENDS IN TECHNOLOGY**

Right now, the Indian hotel industry is going through a rapid consolidation and digitisation phase as its counterparts in developed nations. More and more independent properties are coming into the fold of group entity and the share of multi-property hotel is set to grow at a speed of 20 per cent year on year. This rapid expansion has led to the adoption of new-age cloud-based hospitality technology.

On-premise systems are now becoming irrelevant as they lack basic, yet essential integration and automation capabilities. While new entrants are always confident about the power of cloud Hotel PMS, it is also encouraging to see that a lot of the established hotel chains in India dumping the old legacy system and going for cloud to drive business growth. Even though, some of the old players are still reluctant to switch to cloud, we believe, with changing time, they will eventually adopt cloud PMS to stay relevant in the market.

**NEW OFFERING FOR INDUSTRY**

Apart from our fast-evolving cloud Hotel PMS that helps hotels generate higher revenue, we also have new power-packed products like Central Reservation Office (CRO) that allows chain hotels to manage reservations for all the member properties from a single dashboard from their corporate call centre. We also have the new Mobile Hotel App.

Hoteliers can leverage this App to offer faster check-in and checkout to their guests by helping them avoid the front desk formalities.

It empowers the management to run their entire hotel operations on the go and to keep track of business critical KPIs from anywhere they want to. It also helps them see hotel status on the move to stay informed.

Lastly, we are also working on top of the line integration with third-party solutions like reputation management, revenue management, business intelligence and booking engine, etc. We closely work with our clients across the globe to constantly evolve our Hotel PMS in order to help them serve their guests efficiently.
Wireless Charging

The Science of Feeling at Home.

* iHome is the World’s No. 1 Brand in Hotels and Service Apartments.

Our user friendly, feature rich products contribute to your guests stay... Making them feel comfortable and right at home.

BLUETOOTH STEREO DUAL ALARM
Clock with Speakerphone, Wireless and USB Charging

Amson Interconnect Pvt. Ltd.
+91-11-27853106/2138 / nlt@amson.in
www.amson.in
COMPREHENSIVE SOLUTION
Restaurants nowadays have become popular due to their uniqueness in the cities through food bloggers, authentic or fusion food lovers.

The best part for the customers is when their favourite restaurant has another location near to them or any other authentic or fusion culture opened by them. But when it comes to pleasing all these food lovers and connoisseurs it becomes difficult for the restaurant owners to manage the entire process, even more if it is a multi-location. It is hard to find a complete solution that can manage the entire operational business process and ensure profit.

RANCELAB FUSIONRESTO
RanceLab FusionResto is a comprehensive restaurant business software, which manages an end-to-end process of a restaurant be it front end or back end. It is a complete software with all necessary features like, POS, Inventory, Financial Management (along with GST), Mobile POS and Reports, Customer Feedback System, Customer Relationship, Payroll Management, Supply Chain Management, Restaurant Analytics, Tablet Menu and Kitchen Display System. It increases profits by 12 per cent on an average by managing inventory, where it calculates and provides the report of the consumption of raw materials, brings out food costing, manages recipe of all the items, tracks and reports you your stock movement, stock in and out.

When there is bulk rush it can take mobile order for a faster procedures which take direct orders to the kitchen, even better with kiosk order or tablet menu system, which leaves a good impression on the customers as well as increases efficacy. It provides a secure real-time mobile report.

CUSTOMER ENGAGEMENT PROGRAMME
FusionResto intensifies customer relationship with customer engagement programme, where it takes customer data, sends messages (birthdays, anniversaries, welcoming and offers). It remembers customers frequent orders, allows to take personal preferences, creates campaigns, takes customer feedback tagged to transaction with various parameters and more, providing reports of activities in this programme, while benefiting to acquire new customers and retain existing ones. It increases employee efficiency through payroll but tracking their target meets, scheduled wages (overtime and absence), providing their wages in right amount of time, motivating to increase their efficiency.

FusionResto can also manage multiple locations with Fusion ERP providing centralised data, supply chain management and item or branch wise centralised data. It manages your accounts through financial management. It is the one-stop solution.
EMPOWERING HOSPITALITY
Since our foundation in 2005, eZee has assisted the hospitality industry in simplifying their operations, cutting down expenses, imparting best guest services and increasing revenue. Initially, we only provided two software solutions- eZee FrontDesk, a desktop-based hotel software and eZee BurrP!- a desktop-based restaurant POS. However, with hard work, persistence and innovative approach, we have not only extended our product lineage, but also have expanded our recognition.

CURRENT OFFERINGS
After 13 years of tenure, we’ve been fostering more than 13,000 clients in 160+ countries. Besides, our services have not remained limited to a certain audience. Instead, we are well known among small to mid and large-sized hotels, hotel groups and every kind of F&B establishments. Today, our set of solutions include cloud-based and desktop-based hotel and restaurant software, hotel channel manager, hotel reservation system, online hotel review management system, hotel and restaurant loyalty programme software, hotel and restaurant mobile App and many other solutions. We now develop and offer an all-in-one integrated hospitality technology and yet, our story of groundbreaking techniques does not end here!

UNIQUENESS
eZee has a great command over market research. Simultaneously, our team has a dynamic thought process. This makes our software future ready. Our hotel digital assistant, smart hotel chatbot and our entire hospitality technology ecosystem is a live example of our futuristic approach. We also offer a detailed hotel performance report, using which hotel businesses can figure out ways to improve their online performance and grow their business. Basically, we have put all our resources in empowering the hospitality industry. We actively update our solutions with the latest technology, keep the software running on zero downtime and offer live software support. To make hospitality business as convenient as possible for everyone, we have presented a vast hospitality marketplace displaying more than 500 third-party hospitality integrations. We always go ahead to get regional compliances, interface and get every other possible solution integrated.

eZEE’S RECOGNITION
For our unparalleled services, we have attained recognition from authorities like Capterra, Software Suggest and Software Advice. Our solutions are recommended by Airbnb, Booking.com, Expedia, etc.

Through utilisation of latest technology & reliable support, we foster more than 13,000 hospitality businesses
Eagle Forgings are company representatives and importers of hotel equipment. In India and Nepal, we represent many foreign brands supplying equipment and consumables to the hospitality industry. We have been in this business for the past 31 years and have also been responsible for the introduction, launch and successful marketing of many new and unique products. We represent and regularly import products from world reputed companies that include: ‘Domestic’ Europe (formerly Electrolux) - Minibars, ‘Aliseo’ Germany and ‘Northmace’ U.K. - hair dryers/magnifying mirrors/tea-coffee kettles and tray sets/ironing centres/weighting scales/luggage racks/hangers/bedroom and bathroom accessories, etc., ‘Safe Place’ Israel - hotel room safes, ‘Slumberland’ UK/Malaysia - mattresses/beds etc., ‘Bittel’ China - phones/media hub/guest-room control systems, ‘Royal Porcelain’ Thailand - crockery, ‘Forbes USA/Asia’ - housekeeping, front office and F&B trollies, among other products for the hospitality industry.

**USP**

Our main USPs include long-term partnerships with dedicated hotel equipment manufacturers supplying hotel-specific products. All the products that we supply have full hotel certification for safety, security, fire and eco certification, etc. as required. These may include CE, TUV, GS, ROHS, ISO 9001, ISO 14001, etc. Factories are also eco compliant and mostly ISO certified. This provides least down time of rooms and full guest satisfaction. Technology is helping us a lot in product development and quality. With support from our foreign partners we are trying very hard to ensure that products supplied by us work better and for longer durations. Low-cost Chinese products, that break down frequently, cause the hotel guestroom to be blocked, leading to revenue loss to the hotel and also leading to huge guest dissatisfaction and complaints which reflect poorly on the hotel/brand.

**GROWTH AND TARGETS**

Eagle Forgings continues to search the world for unique and good products to add to their repertoire of offerings, adding new products leads to growth. We are also keen to explore internet sales and further improving our product range in order to make it affordable while keeping quality performance and after sale service of the highest level.

E-commerce is a source of growth which will increase in the coming years. We have had approx. 15 per cent growth in 2017-18 and approx 10 per cent growth in 2018-19. For 2019-20, we expect approx. 15 per cent growth.

**TECH TRENDS IN HOSPITALITY**

Bittel is a rapidly growing provider of innovative technology solutions for the global hospitality industry specially in the phone and media jack sector. Bittel’s products, known for their reliability and ground-breaking designs and good features, are installed in tens of thousands of hotel rooms around the world.

‘MODA’ is the latest new product of Bittel. Designed by Jacob Jensen, ‘MODA’ means Modern, Modular and Stylish. ‘MODA’ combines the unique design and many good and useful features all-in-one. UM77, another unique product of Bittel, was the first true multimedia phone and was a great success.

Both products above offer the hotel a compact unit with ‘all-in-one’ Phone/Watch/Alarm/Radio/Dock/Charger/Bluetooth/NFC, etc.

Bittel’s new MODA has the following features:
- Charger module
- FM Radio/Bluetooth/Dock module
- Clock module
- Speakerphone module
- Voice recognition module

Each module can be bought separately, or together, and can be even added later.
A ZONE OF TECHNOLOGY

The new Ozone Smart Glide System runs on magnetic linear motor technology which is a noiseless, safe and reliable operating mechanism.

Unlike other automatic door operators that run on motor and belts, Ozone Smart Glide is a low-energy operator and comes with a remote control and 02 nos of push buttons, though other access control devices can also be integrated with it like microwave sensor, fingerprint access, RFID access and numeric access. It is offered in 02 variants, Smart Glide 80 for door weight 30-80 kgs and Smart Glide 150 for door weight 50-150 kgs. Its compact and linear construction offers design flexibility to suit the users’ aesthetic and functional needs.

With its slim linear size and alterable track lengths, Smart Glide System can be easily fitted into any space that has access to an electrical point. It is suitable for retrofitting onto existing sliding doorways and very easy to install. In spaces where user safety is crucial, Ozone Smart Glide System comes with anti-pinch protection that responds quickly to any obstruction; and its opening and closing door speed can be adjusted to create Safe Entrance as per user profiles like children and elderly or patients with medical needs.

Sliding Door with Smart Glide is very easy to operate using the access control device, yet a light push will activate the operator’s power-assist function to gently and silently open, making it ideal for homes and the medical industry.

It finds its application in hotels, restaurants, hospitals, nursing homes, commercial spaces, offices and homes. It is an ideal application for medical spaces as its operator requires minimal effort to slide open the door making it best to be used by wheelchair-bound patients, the elderly or children.

Technological advancement enables upgrading everyone’s life by offering convenience through automation, Ozone Smart Glide Magnetic Door System is one such solution. Ozone offers an extensive collection of Sliding Systems that includes Manual Sliding door systems for interior application such as a home, office cabin & showrooms, and automatic sliding door systems for commercial applications such as malls, showrooms, office buildings and public utility buildings. It endeavours to provide one-stop solutions to its discerning customers.

Ozone, the leading player in Architectural Hardware Segment, has introduced Smart Glide Magnetic Sliding Door System under its product brand, Ozomotion.
VALUE per SQUARE FOOT

Kindly explain the portfolio of your brand.
The products are majorly classified under three categories – wooden (laminated, engineered, solid, outdoor, waterproof, design), vinyl (homogeneous, heterogeneous, sports) and carpets.

Which products are you promoting?
We have been promoting waterproof wooden flooring called Firmfit and design flooring from Italy. Firmfit is a technologically advanced product with natural design that is both environmentally friendly and recyclable. Highly sturdy, this antibacterial embossed surface is 100 per cent waterproof flooring solution, stable to heat, sun and light. It’s best suited for rooms, with large windows and a lot of sunlight. It can be installed over 6400 sqft without unsightly transitions, for larger than life feel. Design wood floorings are crafted expressions in solid and engineered hardwood. Highly sustainable with a great degree of customisation, they are easy to install too. Imagination fuels them infinitely as our pre-finished and factory-made design floors ensure that you get your chosen design and can be customised to required needs.

What trends have you noticed in the Indian market in the flooring segment for hotels and restaurants?
Design floor from Italy, Chevron, Herringbone, Quadro collection, all these come in various colours, textures and patterns. Belle Epoque designer wooden flooring has been patterned for prosperity. The various designs have been inspired from European structure patterns hence the names, Pattern Eiffel, Pattern Louvre, etc. which are suitable for a variety of different installing solutions. Quadrotte designer wooden flooring collection is crafted for the connoisseurs. These multiple design patterns with Greek and Roman architecture influence, explore designs within a square. The designs reign supreme in symmetry and are truly unique and varied. These are best suitable for living and dining rooms or large office spaces. The Herringbone collection is rectangular blocks, named for its fancied resemblance to the skeleton of a fish. Herringbone is a weave-like solid oak parquet blocks that enables to achieve a floor that will be remarked upon for years to come. The same parquetry available in a laminate collection enables showcase of wood with the ease of use of laminate flooring. Our Chevron

We will introduce more of SPC. It is an engineered luxury vinyl that creates an extremely durable core.”
Handcrafted collection offers a robust choice of new chic worldwide trends, from designs for the minimalist designers to options for the ornate houses. The products are brushed, and hand scraped to give your floors an earthy rough feel. This allows to ensure the floors don’t scratch easily. A special lacquer ensures a perfect finish for the handcrafted floor.

**Which hotels and restaurants have you been supplying to over the years?**

We have been supplying our products to well established hotel brands including The Indian Hotels Company Limited (IHCL), popularly known as the Taj Group, Marriott International, The Leela Palaces Hotels and Resorts and Hyatt Hotels.

**How do you plan to grow your market share in India?**

Our major focus will be to concentrate on increasing our geographical distribution and team strength all over India to service customers even better.

**How has the growth trajectory been in 2018?**

The company has grown well over the last year.

**How are you rising above stiff competition?**

There are potential entrants in the market, but with better service and introduction of newer and better products, we hope to ride over competition.

**Enumerate new products in the pipeline.**

We will introduce more of SPC. SPC, vinyl flooring stands for stone plastic composite vinyl flooring. Similar to WPC vinyl, an SPC vinyl is an engineered luxury vinyl that combines limestone and stabilisers to create an extremely durable core.
THE AMBASSADOR of Delhi's LEGACY

Ambassador, New Delhi IHCL SeleQtions has a legacy to live up to. The hotel generates good business with an occupancy of 80 per cent. Rajindera Kumar, Director of the hotel, takes us on a journey of the property.
The Indian Hotels Company Limited (IHCL) has recently announced the launch of its new hotel brand- SeleQtions. Ambassador New Delhi has been rebranded and has joined the SeleQtions family. The property is now known as the Ambassador, New Delhi IHCL SeleQtions.

29 YEARS OF ALLIANCE

On their alliance with IHCL, Rajindera Kumar, Director, Ambassador New Delhi, said, "Today, the hotel has come under the SeleQtions brand of IHCL and we are very proud of the same. I must compliment Puneet Chhatwal, MD and CEO, IHCL, for this endeavour. The 29 years of alliance with the Taj brand has been a dream come true. An individual hotel must project its profile and capabilities. SeleQtion is the apt brand under IHCL to rope Ambassador into. In terms of occupancies, it is around 80-85 per cent. It's a small inventory of 88 rooms which is easy to sell and fill in.

ARRs dip occasionally, but that is business as usual. We receive a lot of repeat guests to stay in our hotel as well as for our restaurant. I often meet guests personally to get their feedback on the scope of improvement.”

70 YEARS OF LEGACY

Elucidating on the legacy of the hotel, Kumar says, “This hotel has a legacy of 70 years and a history to it. It was in the year 1948, that my farther, started the journey with this hotel. He met Shobha Singh and they worked on the project together. Walter George was the British architect who was instrumental in designing the hotel. It was brought into operations in 1950 and has been running since then. The hotel did a good business right from the British times and there was a time, when it was overbooked, people went on to quote: 'pitch a tent for us in the garden, we will stay there as well'.

DOWN THE MEMORY LANE

Reminiscing on time gone by, he added, "The hotel was the favourite haunt of royalty, firstly, maharajas and then all Indian ambassadors overseas visiting India. People would come and treat it like their home, staying for weeks together. These included Kewal Singh, TN Kaul, Ras Gotra, Jai Shankar, among others. However, we came into a business with the Russian Embassy, when the technicians from the Hindustan Aeronautics would come and stay with us. We even had to take on an annex 54-55 Golf Links to fill about twenty rooms there also.” He said, “After I finished my schooling from Modern School and later The Hindu college, I had the opportunity to study Hotel Administration at Cornell University.

Post which I gained experience with the Sheraton Brand, but finally came back to India at the behest of my father. Thereafter, I started taking an interest in the operations of the hotel. I was back here in 1970 and started Wheels discotheque, revamped the Chinese room and the coffee shop. Discotheque was the popular venue, where the crowd puller were mostly youngsters. In fact, Wheels was a challenge for Oberoi’s discotheques, Tabela and Sensation - we had managed to beat out all the competition."

Elaborating on the vendor tie-up, he said, "Then came the next phase, over the years, it was my father Late Shri Ram Pershad, who was keen to take on a management partner. That is when Ajit Kerkar came into the picture and recommended the Taj Brand. We have partnered with them since 1990 and never looked back. It's been a beautiful journey.”

He said, “Our hotel has a huge following, even for our coffee shop the Yellow Brick Road, popularly known as YBR, which is now celebrating 20 years of successful existence. Right from when it started, it was much ahead of its times in terms of design, concept food. I think the legacy of this hotel has resulted in it being the first love and choice
Forty-five per cent of the guests are corporates, the balance is a mix of leisure and others.

Vikas Parimoo, General Manager, Ambassador New Delhi, an IHCL SeleQtions brand, said, "This is a proud movement for us, the rebranding of the Ambassador Hotel. IHCL SeleQtions, are the curated or famed hotels which are known for themselves, they are known in terms of their legacy, names and neighbourhood."

Elaborating on the guest mix that patronise the hotel, he stated that due to the central location of the hotel, the guest footfall is that of elite clientele that include the corporates, embassy officials and more. "We have leisure guest who want to be close to Lutyens. Forty-five per cent of our guests are corporates, the balance is a mix of leisure and others. At Ambassador particularly, we have guests who have been coming for years. Many people call up the hotel directly and connect for bookings. Bookings from the online distribution channels is also increasing. Direct booking accounts for about 50 per cent and the rest is a mix of everything else."
A walk through the HOTEL
Satiate your palate with WAZWAN

Wazwan in Kashmiri cuisine is a pride of the region’s culture. Chef Akashdeep Singh, Sous Chef, Ramada, Jammu City Centre, elaborates on the authenticity they offer on the regional cuisine.

Elucidate regional cuisine in your offering.

Chinar is the North West frontier and Wazwan restaurant serving items ranging from local delicacies like Maa Da Madra and Peeda De Rajma to authentic Kashmiri Wazwan. The cuisine is prepared by a Waza from Kashmir and served in handmade cutleries brought from the region, enabling guests to experience the authentic Kashmiri and North West Frontier cuisine such as assorted kebabs, biryani and Qabila Tikka as well as Peshawari Cuisine. The meal is served in a beaten copper dish called tarami, which arrives covered by a cloche, or sar posh. While it may be served pre-plated, the meal is eaten in a specific order. One can start with the tabakmaaz, methi maaaz and the seekh kebab and follow it up with the rista, then more meat, such as rogan josh and end with the gustaba.

The most popular dishes amongst the guests include, Jammuey Da khatta Meat, Dhaniwal Korma, Rogan Josh, Mutton Yakhni, Methi Maaz, Rista, Gustaba, Tabak Maaz, Dum Aloo, Waza Haak, Nadru Yakhani, Peeda De Rajma and Maa Da Madra.

What are the main ingredients of the cuisine and what is the style of cooking?

The crown of the nation is not just a scenic beauty, but also offers sumptuous treats for the palate. Mouth-watering delicacies of Kashmir’s cuisine is unique not just in terms of spices – fennel, asafoetida, cardamom, and Kashmiri red chillies – and the resultant blend of flavours, but also in terms of the constituent elements that form the core of a dish. We utilise very less amount of spices while preparing the regional cuisine viz. kasoori methi, red chilli, amchoor powder and use brass and...
The cuisine is prepared by a Waza from Kashmir and served in handmade cutleries brought from the region. The meal is served in a beaten copper dish called tarami, which arrives covered by a cloche, or sarposh.

Vegetarian tarami serves tamatar, chaman, nadru yakhani, haak saag, dum aloo & rice.

Copper cookware to give the food a smoky flavour. The unique flavour of the dishes comes from the aromatic spices like green cardamom, cinnamon, cloves, aniseed, pran, Kashmiri resham mirchi, black cardamom seeds. Garam masala is also added to increase the essence to the dishes. Therefore, the meal offers a range of tastes, the heat of the Kashmiri chilli, the pungency of radish, the sweetness of yoghurt. Cooking styles used in the preparation of these dishes are deep-fried, oven-roasted and steamed, all of which come together to offer a bouquet of textures.

Unique Offering

- The cuisine is prepared by a Waza from Kashmir and served in handmade cutleries brought from the region.
- The meal is served in a beaten copper dish called tarami, which arrives covered by a cloche, or sarposh.
- Vegetarian tarami serves tamatar, chaman, nadru yakhani, haak saag, dum aloo & rice.

Kashmiri cuisine is an amalgam of influences from Central Asia, Persia, China, and the Indian subcontinent. In the 14th Century, migrants from Central Asia and Persia brought with them a language, religion, and many new spices and cooking techniques to enhance Kashmir’s cuisine. Kashmiri food is traditionally cooked in a Deeche.

In order to create an authentic experience, we have specially chosen handmade copperware and brassware, specially transported from the region which includes the show plates, the trami (the large copper dish that the food is served in), its sar posh (lid) and the tasht nahi (in which hands are washed) which belong to the same family of handicrafts as the Central Asian samovar.

How many covers does your restaurant serve, what is the footfall like?

Chinar Restaurant is a 55-cover fine-dining restaurant, operational during dinner time only. The famous Kashmiri Crewel fabric is used artistically to give it an ambience of an authentic Kashmiri restaurant. In addition to this, we are also providing Indian fusion and Jammu street food like kaladi kulcha to cater the wide range of guests. To increase the footfall in the restaurant, we have tried to give it a feel of authentic Kashmiri restaurant viz serving khewa in samovar, copper plated serving bowls and kashmiri phirni as dessert. You will also find Chinar (Maple) leaves decorated all over the restaurant to give the guests a feel of the region.

What kind of retention problems is the industry facing? Do you have problems as far as skilled workers are concerned?

Wazwan has now become a byword for refined Kashmiri cuisine to be consumed by the urban elites of India. Wazwan is more famous in Kashmir and the skilled staff in this cuisine is mostly available in the region only. Keeping this in view, we have the Chef Javed Ahmed Waza from Kashmir along with his supporting team.

Your idea about perfect food and what adds lure factor to it?

Food served in ethnic way is always liked by the guests. Usually taramis are served for four people but to give the guests an individual experience, we have introduced individual taramis at the Chinar restaurant at Ramada Jammu City Centre, the guests have an option of a vegetarian tarami which serves tamatar chaman, nadru yakhani, haak saag, dum aloo and steamed rice.
What are the trends that you have noticed in the Indian market in the FMCG segment?
With changing lifestyles and income levels, there has been a big increase in consumption of condiments and growth of the food services sector. It further helps in familiarising customers about new types of products in the market. Cremica has become a widely distributed brand.

What are your marketing and branding strategies for Tier III and Tier IV cities of India?
Indian market is becoming more open to experimenting new flavours. Creating awareness through digital media and conventional media has helped us to reach consumers and areas which were afar.

What are the trends that you are witnessing in the processed foods segment across India?
Increasing consumption of high value food products is the result of a rapid expansion of the Indian economy and that is resulting in changing lifestyles and aspirations.

Tell us about your products and where did you start your growth from?
Today, we have become a significant player in the liquid condiments business with a sale of ₹300 crores. The company is recognised for innovation and quality across the market. We are today’s No.1 manufacturer of Veg Mayo and No.3 in Tomato Ketchup manufacturing in India. Our company is known to create products with leading quality and with ‘Taste that India loves’.

Which of your products/brands is most popular?
Ketchup and Mayonnaise are the two main products. Besides, we feel Opera Chips, salad dressings and dressings will be high growth categories for the future.

To which hotels and restaurants have you been supplying to over the years?
We are supplying products to all major International food chains including Mac Donald’s, KFC, Pizza Hut, Barista, Café coffee Day, Domino’s Pizza, Dunkin Donuts and all other leading QSR and food chains.
We are also present in Walmart Best Price, Metro Cash & Carry, Reliance C &C and are catering to the needs of HoReCa customers as well as retail customers.

**How are you further planning to grow your market share in India?**

We are working on our distribution network, we will be focussing on categories like syrups, ready to cook curry paste and salad dressing.

**Can you elucidate on upcoming products?**

One of the upcoming products is Bon Heur bar syrups which are made in association with Maison Routin, France. We are also coming up with various flavours of mayonnaise in like Mushroom Willow, Wild Spice, Tomakhan Mayonnaise and more.
SHANGRI-LA OFFERS HISTORY-RICH JOURNEY FOR UNDERPRIVILEGED KIDS

The words ‘Shangri-La’ stand as a synonym for paradise and the paradise of Delhi is its Cultural Heritage. Shangri-La’s - Eros Hotel, New Delhi understands and cherishes the importance of Delhi’s cultural heritage and the hotel realises the crucial need to take the ownership of keeping it alive and protected. The hotel initiated the campaign Reviving the ‘Shangri-La’ of Delhi in 2019 to take the kids from NGO’s to various historical sites and educate them on the importance of Delhi’s cultural heritage.

The first series of walk was organised to Humayun’s Tomb on January 18. As a second step, an activity was planned on April 18 with the kids from Bal Sahyog, a children’s world and social welfare organisation, founded in 1954, to look after the needs and safety of orphaned and neglected children. The hotel took the kids to Shankar’s International Dolls Museum. Set up by K. Shankar Pillai, a political cartoonist, the International Dolls Museum has a large collection of dolls showcasing various cultures of India. The kids along with the hotel’s management committee enjoyed this dreamland.

Shangri-La Hotels and Resorts remains committed to operating in an economically, socially and environmentally responsible manner whilst balancing the interests of diverse stakeholders.

IMPERIAL OBSERVED WORLD HAND HYGIENE DAY

The Imperial New Delhi joined hands with Hotel Association of India (HAI) to observe the 6th HAI Hand Hygiene Day by creating awareness amongst both associates and guests about the importance of hand hygiene.

This year, the overarching theme for World Hand Hygiene Day by W.H.O was ‘Clean care for all – it’s in your hands’, focusing on the achievement of universal health coverage (UHC) which includes access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all. Vijay Wanchoo, Sr. Executive VP & GM, The Imperial New Delhi, said, “Hand hygiene is vital to a healthy lifestyle which is why we, at The Imperial, strive to maintain best practices and my aim is to promote initiatives like these, so they reach the grass root level.” The Imperial conducted the following activities to inculcate greater responsibility towards hand hygiene by engaging associates and creating substantial awareness about the issue: The Imperial associates along with Wanchoo took the following pledge on Hand Hygiene Day. They screened a short film on the importance of hand hygiene in the employee cafeteria. A room screen alert for the guests highlighting the importance of hand hygiene was showcased. A poster making and slogan writing competition for employees to highlight the key message was also organised.

An easy-to-use hand sanitizer was given to all the drivers, handling airport transfers for guests. Sanitizers were kept in all restaurants.
A VARSITY to ENHANCE SKILLS

Sonali Jadhav, Principal, AISSMS College of Hotel Management & Catering Technology, Pune, on how the varsity ensures contemporary methods to sharpen skills in students.

A career in hospitality industry is a preferred field for the students nowadays. This is due to the advent of various cookery shows with celebrity chefs like Master Chef, among others, that has dawned upon the television sets. The exposure that the hospitality industry gains is through influence of globetrotting and students too, have charted out their careers in accordance to the trend.

WHAT’S TRENDING?
Certain cuisines become popular and we see many restaurants sprouting with the current trends. Fusion and molecular gastronomy is hugely popular. The way of doing business is also changing. Online portals are influencing business these days while organic is the way ahead. All these trends need to be incorporated in the curriculum with periodic reviews. Classic service styles are outdated and as we go the eco-friendly way, the face of housekeeping is also changing. Technology today plays a much bigger role in hospitality business. So, while the core specialisation areas remain the same, the nature of operations is changing and that’s what the students need to know.

POLISHING SKILLS SET
The institute encourages simulation exercises, where the students can hone their skills and be exposed to situations that can arise in the course of their careers. Extensive practical training is offered in food production, Food & Beverage Service including bartending, Accommodation, Personality Development workshops, grooming, Computers and Information Technology, etc. The students also undertake research projects related to the industry and are encouraged to present papers in various forums. Our network and placements include multinational chains in Pune, right from Ritz Carlton to Marriott and Hilton. As far as industrial training is concerned, we send our students to countries like USA, France, Germany, Singapore, Mauritius, and Dubai, to name a few.

UPCOMING PROGRAMMES
This year, B.Voc programme has been initiated in Hotel Management, where classroom teaching will avail 30 per cent, while 70 per cent will be on the job training. The students aim to be assets to the local industry through internship for three years. By the time they are absorbed into a hotel, they are polished and ready for the industry.
PRODUCTS

A HEARTH CALLED FLOO

• Cj Living, the brand renowned for bringing to India avant-garde interior designs has unveiled maverick designer Karim Rashid’s signature kitchen line for Rational, Germany. Titled Floo, it is a combination of pioneering and ingenious creativity with cutting-edge technology. With its understated looks and virtually invisible joints, Floo is a breathtakingly beautiful, light, airy and inviting kitchen. It showcases natural, rounded contours and monolithic elements. One of the highlights of the design is the elegantly formed fronts that also provide a smooth handle function. The rounded fronts are in harmony with square blocks that appear to provide a seamless transition from the island to the floor, creating an openness and lightness.

SIP FRESHNESS

• Vahdam Teas has partnered and launched an exclusive range of premium unblended single-estate teas and gourmet in-house blends for Duty Free outlets. These products are targeted at Indira Gandhi International airport, Delhi, Chhatrapati Shivaji International Airport, Mumbai, the Rajiv Gandhi International Airport, Hyderabad, Chennai International Airport, and the Dabolim International Airport, Goa. Oprah Chai Tea Trio has also been launched in Duty-Free outlets.

AN ‘ICONIC’ STATEMENT

• The latest Iconic Chair Collection launched by IOTA is the epitome of beauty and outstanding design. These astonishing chairs constitute the luxurious addition to any room, designed tastefully. The fascinating collection is a stunning masterpiece and gives an electrifying look to any dull space. This latest range will enthrall with its cuts, curves, and charisma. According to Namit Ajmani, MD, IOTA, “The entire range is a stand-out addition that is meant to accentuate the style of the rest of a room’s furniture through striking contrast in fashion or design.”

THE FLORAL THEME

• Alhambra has launched a new collection of floral furnishing fabrics, which are available in India through RR décor. It is present in more than 100 countries within the textile sector for interior design and home decoration. RR Décor reaffirms its commitment to offering eclectic, world-class contemporary choices. Alhambra’s floral offerings cover inspirations from a botanical garden, traditional damasks translated into contemporary designs, paisley patterns with metallic thread embroidery, digital large flower patterns, and more.
Antica Ceramica, a premium store for tiles and sanitary ware, has launched its exquisite collection of neutral brown colored tiles to add a visual interest for the luxurious flooring needs into your living spaces. Neutral colors are the best to create welcoming interiors. Decorating your space with neutral colors like black, brown, white, gray or beige offers numerous ways to add style and stand out.

Wisma Atria Interiors has launched the uniquely designed, furniture Collection by Emmebi from Italy at her design studio. The collection comprises of Beds, Sideboards, Book Case & Chair. This Italian furniture collection is a blend of style and exclusive design inspired by tradition and modern concept.

India, where sun is brighter and rains are always on heavy side, one needs to have a parasol for their patio or garden area. Keeping these extreme climatic conditions in mind, World Bazaar, a premium outdoor furniture showroom have launched Italian brand ‘Scolaro’. According to Randip Dhingra, Founder & CEO - World Bazaar, “The use of waterproof acrylic fabrics, treated wood, steel and aluminum grant a long life. Scolaro Parasols are built up with strong marine varnished Iroko wood frame and powder coated anthracite steel components. A canopy is woven from a highly durable Teflon coated Dralon acrylic. The revolving base and the possibility to incline the parasols allow and excellent positioning of the garden parasols.”

Give your garden a makeover with Notion’s wide range of flooring. Its garden wooden flooring can easily slot into place and are even available in weather resistant material. According to Akash Saini, Director, Notion, “Whether it’s a path to your front door, a walkway that meanders around your back garden or a destination path that leads to a particular spot, a path can enhance the look of your garden so pay attention to the style and materials you’re choosing. However, a wooden path is a subtle way of adding a rustic style to your garden.”
appointments

SANJIV PURI
Chairman & Managing Director
ITC Limited

The Board of Directors of ITC Limited has appointed Sanjiv Puri, Managing Director, as the Chairman with effect from May 13th, 2019. Consequently, Puri’s new designation is Chairman & Managing Director of the company. In a statement, he expressed, “It is a responsibility that I accept with humility to build on the outstanding legacy nurtured over the years, further strengthen and build market leadership across all business segments, whilst reinforcing ITC’s commitment to put nation first always. In the journey ahead, I am sure I can count on the support of our shareholders, partners, associates and most of all, the dedicated Team ITC to continue our shared aspiration to build an exemplary enterprise.”

RAMESH RAMANATHAN
Chairman and Managing Director
Sterling Holidays

The Board of Directors of Sterling Holiday Resorts Limited has appointed Ramesh Ramanathan as the Chairman. He would focus towards growing the business through new acquisitions, expansion of the destination network through management contracts, enhancing the stature of the brand, digitisation of the business and growing the Nature Trails business. Ramanathan has over 43 years of experience across diverse consumer industries such as Hospitality, Retail, Paints, Consumer internet, Tyres & Building materials. His career in the hospitality industry began when he joined Sterling in 1991 as Vice President - Sales, Marketing, Customer Service.

MOHAMMED SHOEB
Associate Vice President
Pride Plaza Hotel Aerocity, New Delhi

Pride Hotels has appointed Mohammad Shoeb to the post of Associate Vice President, Pride Plaza Hotel Aerocity, New Delhi. Shoeb brings with him over 30 years of hospitality experience, having held senior management positions in premium hotel brands across the country. He is a hotel opening specialist and has opened four hotels from 2005 till 2015 in the southern part of India. Shoeb will be responsible for providing strategic guidance in operating the hotel in line with International brand standards, and more.

GEORGE BENNET KURUVILLA
General Manager
Radisson Blu Atria Bengaluru

George Bennet Kuruvilla has been appointed as the new General Manager at Radisson Blu Atria Bengaluru. Kuruvilla has close to 25 years of experience in the luxury hotel segment. In his current role, as General Manager at Radisson Blu Atria Bengaluru, Kuruvilla will be in-charge of the overall operations of the hotel. Kuruvilla was General Manager of award-winning hotels, The Oberoi Amarvilas, Agra and The Oberoi Grand, Kolkata, besides holding leadership positions also at Taj Mahal Palace and Hyatt Regency in Mumbai.

RAJESH TG
General Manager
Classic Sarovar Portico, Thiruvananthapuram

Classic Sarovar Portico, the city hotel by Sarovar Portico in the capital of Kerala, has appointed Rajesh TG as their new General Manager. Being a thorough professional, TG has been associated with Sarovar hotels for many years. Earlier, he was heading the Kochi property called Gokulam Park Portico and was moved to Sterling Holidays Kodaikanal. He has been in the hospitality industry for more than 25 years, in India and abroad. GV was with Monsoon Empress where he executed the role of a General Manager efficiently.
Clifford Coutinho has been appointed as the Director of Sales at The Westin Mumbai Garden City. He is a seasoned hotelier with over 12 years of adept industry experience. In his new role, Coutinho will be responsible for leading and further evolving all aspects of the sales, driving revenues, promoting brand strategies and providing the best of The Westin Mumbai Garden City’s hospitality experience to the guests. His key focus areas include Revenue Management, Business Development, and Sales with a keen interest in Hotel Management & Operations, Training and coaching junior sales team members and providing the best hospitality experience to guests at the property. Coutinho was associated with The Westin Mumbai Garden City as the Assistant Director of Sales.

Akhilesh Sharma has been appointed as the Finance Controller at Double Tree by Hilton Pune Chinchwad. With over 20 years of experience, Sharma comes in as a seasoned professional in the hospitality sector. In his current role, he is heading the financial operations. Sharma has extensive work experience, and, in his tenure, he has worked with various well-known brands like Sarovar Hotels, Radisson, Pride Hotels, where he showcased exemplary skills in respective roles. The team at Doubletree by Hilton has been keen to work with the professional that Sharma is and hopes that he brings necessary enhancement in the segment he is chosen to be in.

TK Murthy has been appointed as the Director - Operations at Clarks Inn Group of Hotels. A certified hotel administrator and a Fellow Member of the Institute of Hospitality - UK, Murthy brings in an overall experience of over three decades with leading hotels in India and the Middle East. Based out of Clarks Inn’s corporate office in Noida, Murthy will provide operational excellence and will be responsible for steering the management team in order to bring in increased efficiency in hotel operations as well as oversee the growth of the company. In his previous role, he was at Sangam Group of Hotels as their Group General Manager based at Tiruchirapalli.

Akhilesh Sharma has been appointed as the Finance Controller at Double Tree by Hilton Pune Chinchwad. With over 20 years of experience, Sharma comes in as a seasoned professional in the hospitality sector. In his current role, he is heading the financial operations. Sharma has extensive work experience, and, in his tenure, he has worked with various well-known brands like Sarovar Hotels, Radisson, Pride Hotels, where he showcased exemplary skills in respective roles. The team at Doubletree by Hilton has been keen to work with the professional that Sharma is and hopes that he brings necessary enhancement in the segment he is chosen to be in.

TK Murthy has been appointed as the Director - Operations at Clarks Inn Group of Hotels. A certified hotel administrator and a Fellow Member of the Institute of Hospitality - UK, Murthy brings in an overall experience of over three decades with leading hotels in India and the Middle East. Based out of Clarks Inn’s corporate office in Noida, Murthy will provide operational excellence and will be responsible for steering the management team in order to bring in increased efficiency in hotel operations as well as oversee the growth of the company. In his previous role, he was at Sangam Group of Hotels as their Group General Manager based at Tiruchirapalli.

In his current stint with JW Marriott Kolkata, Rahul Sabnani is using his vast repertoire of experience with exceptional results to mentor a talented team of spa specialists. Overseeing complete operations of the Spa to further bolster guest services in tune with the brand’s legendary hospitality standards is also a key responsibility area of his work profile. Sabnani has enjoyed an exponential career growth after graduating from Devi Ahilya Vishva Vidhyalay at Indore and completing his PGDM in Marketing & Finance from Balaji Institute of Telecom and Management, Pune in 2011. Before joining JW Marriot Kolkata, he has proved his mettle as a Spa Manager with other top-notch names in the industry like Hyatt Regency Pune and Vivanta by Taj Chennai.
IHE FOOD 19 TO Usher in the Future of Food and Beverage
Food & Gastronomy to be an Indispensable Part of the Show

After the tremendous success of IHE 18, India Expo Mart Ltd (IEM) is all set to host IHE Food 19 as a part of IHE 19 (India International Hospitality Expo), at India Expo Centre & Mart, Greater Noida, Delhi NCR from 7-10 August 2019.

India Exposition Mart is setting the stage for the country’s premier food show, IHE Food 19, being organised as a part of the second edition of India International Hospitality Expo 2019 (IHE19) at India Expo Centre and Mart, Greater Noida from August 7-10, 2019. IHE Food 19 will be a show that aims to bring everyone- from stalwarts to the mavericks of India’s food industry - on the same platform, embracing the latest trends and charting a way forward to the future of Indian gastronomy. The objective is to create an all-inclusive ecosystem for the F&B industry which is integrated with the hospitality industry to have them both drive the country’s economic growth.

The event is being held in partnership with AIFPA, HOTREMAI, ARCHII, EPCCH, supported by NSIC, PPFI, HPF, IFCA, ICF, under the patronage of Ministry of Agriculture & Farmers Welfare, MSME, Ministry of Food Processing Industries and Ministry of Commerce & Industry. IHE Food 19 has also joined hands with Latin American Embassies in an effort to celebrate their culture and cuisine. On April 24, 2019, the team met with ambassadors from 10 South American countries, including Costa Rica, Ecuador, El Salvador, Uruguay, Paraguay, Chile, Panama, Peru, Colombia, and Argentina, with the proposal of dedicating a complete day for Latin American Food celebration at the show.

Taking a cue from a glorious past edition, IHE 18 also acted as a visionary show that appealed to food connoisseurs. It was inaugurated by Smt. Harshimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India and had as the guest of honour, Sh. Amit Burman (Vice Chairman, Dabur India Ltd and Chairman, Litehite Foods Pvt Ltd).

IHE Food 19 is ready to tap into the massive potential that the industry promises and bring to fore numerous opportunities for maximising the visitors & exhibitors growth: Michelin Star Chefs, The Asian Gourmet Safari, Culinary Theatres & Masterclasses, Food Awards, Trial By Fire, Start-up Mentorship & Pitch, B2B Meet-ups, Launchpads, Wine Tasting and Investment Decks. Along with this, the biggest hotel chains from the country will set up their famed restaurants where you can just walk in and dig into their delicacies. The Asian Gourmet Safari will showcase the rich culinary history and variety that Asia presents. This is going to be the ultimate spread of the best that the region has to offer, with chefs coming from across the region to celebrate their culinary heritage. From Vietnam to Myanmar, Thailand to Indonesia, this is going to be the ultimate showcasing of the best Asian food that the country has seen in one place, ever.

Another stellar spectacle at IHE Food 19 would be the IHE Food Conclave On Food Processing & Safety. This will encompass panel discussions bringing food maestros on stage and charting a way for the future of Food Processing and Safety with a detailed discussion over an array of topics.

IHE Food 19 will also be attended by the crème de la crème of the hotel & restaurant industry and serious players keen on leaving behind a mark. From top-tier representatives from the Ministry of Food Processing, CEOs of major food conglomerates & MNCS, hotel purchase heads, executive chefs, restaurant owners and so many more, IHE Food 19 will host the best of the industry under one roof. Additionally, students & researchers from reputed institutes will also be present.
All-in-one Hospitality Technology Provider

- Hotel Management Software
- Hotel Booking Engine
- Hotel Channel Manager
- Restaurant Management Software
- Online Reputation Management
- Central Reservation System
- Loyalty Program Software

- 35% Hike in Revenue
- 66% Rise in OTA Bookings
- 45% Increase in Direct Bookings
- 34% Hike in Mobile Bookers
- 90% Hotel Efficiency Improves
- 99% Reduction in Overbookings

sales@eZeeTechnosys.com +91-9727772506 www.eZeeTechnosys.com
Evolving Trends in Housekeeping

FHRAI Magazine

July 2019 Issue

Book now

Get in touch with the undersigned for further information &

Special Rates

Delhi:
mayank.jain@ddppl.com, +91 9650399928
rakesh.kashyap@ddppl.com, +91-9850399910

Mumbai:
harshal@ddppl.com, +91 9619499167
priyanshu@ddppl.com, +91 9619499170
The entire Hospitality and F&B Industry is suiting up for

**India International Hospitality Expo 2019**

Will you be there?

Register today at IHEXPO.COM or give a missed call on 18002001678

**INDIA INTERNATIONAL HOSPITALITY EXPO**
**INDIA EXPO CENTRE & M A R T**
**GREATER NOIDA, DELHI NCR**

**AUG 7-10, 2019**

After a mega-successful first edition of India International Hospitality Expo that left the biggest names from the hospitality industry enthralled, IHE 19 is now ready for its second instalment. Promising to be bigger, better and grander, this show shall continue to make hospitality and F&B industry a catalyst for economic growth and work towards its lofty vision – to become the Biggest Hospitality and F&B Show in Asia.
HOTELIVATE REVENUE MANAGEMENT

OPTIMISE YOUR HOTEL REVENUE TODAY.

HOTELIVATE PROVIDES STRATEGIC AND OPERATIONAL REVENUE MANAGEMENT SUPPORT THROUGH A SERIES OF ACTIVITIES SPECIALLY CUSTOMIZED FOR INCREASING HOTEL REVENUE. WE ASSIST HOTELS WITH A FULL DECK OF ANALYTICAL AND INTUITIVE INPUTS ON MANAGING RATES, CONTENT AND DIGITAL SALES PLATFORMS.

Learn more at www.hotelivate.com
or contact megha@hotelivate.com