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EXCLUSIVE INTERVIEWS

ROHAN A KHAUNTE, HON'BLE MINISTER FOR TOURISM, IT E&C, AND
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PRADEEP SHETTY,
PRESIDENT, FHRAI | **PG 16**

COVER STORY

TOURISM @2047



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Journey to a 100 million



Steena Joy
Editor

editorial@worldofhospitality.in

The World Travel & Tourism Council's (WTTC) 2024 Economic Impact Research (EIR) highlights a remarkable recovery in India's travel & tourism sector, with domestic tourism being a key driver. The research indicates that while international travel spending is still below pre-pandemic levels, domestic tourism is boosting the sector's recovery.

Domestic visitor spending was 15% higher than in 2019, totaling INR 14.64 trillion. According to the latest findings, the sector's contribution to India's GDP reached over INR 19.13TN in 2023, surpassing 2019 levels by nearly 10%. Employment in the sector grew by 10%, reaching just under 43MN, which is 8% higher than in 2019.

It is therefore appropriate that the theme of FHRAI's 54th Convention being held in Goa this month is Tourism @2047 when India is aiming to reach a 100 million inbound visitors. However, as Pradeep Shetty, FHRAI President says, "Accommodating 100 million tourists is going to be a challenge, particularly when it comes to room availability. To meet this demand, public-private partnerships and foreign investments will be the key enablers. This will be possible only through a favourable policy environment of long-term credit facility at affordable rates and ease of doing business in the hospitality sector."

Playing host to the FHRAI convention, Goa's Tourism minister affirms that Goa is a mature destination, continuing to invest in infrastructure, embracing digital transformation, and focusing on regenerative tourism practices to protect our natural and cultural heritage.



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Content / October 2024

COVER STORY | TOURISM @2024



Exclusive Interview



Rohan A Khaunte,
Hon'ble
Minister for
Tourism, IT E&C,
and Printing
and Stationery,
Government of
Goa.

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Pradeep Shetty

President,
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FHRAI
2024
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and
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GOA IS A MATURE TOURISM DESTINATION

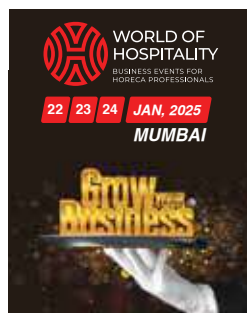
TOURISM @2047

In an exclusive interview, **Rohan A Khaunte**, Hon'ble Minister for Tourism, IT E&C, and Printing and Stationery, Government of Goa, outlined the tourism offerings the state has to offer and explains why the new Shack Regulation Bill is a progressive step towards sustainable beach tourism

BY STEENA JOY

India's Tourism Roadmap to 2047 - targeting 100 million inbound tourists by 2047. How can we reach there?

Post Covid, Goa has seen impressive tourism growth



which is above the national recovery average of the country. The numbers are almost at the pre-Covid figures. Despite Goa being a very small state, it actively

contributes towards India's ambitious goal of 100 million inbound tourists by 2047. Goa is a mature tourism destination, and we are diversifying our tourism offerings, to sync with the change in travel trends post-Covid such as the need for experiential tourism. Goa is actively promoting 'Goa Beyond Beaches' which includes the hinterland, wellness, adventure, heritage and cultural tourism. Goa is focused on continuing to invest in infrastructure, embracing digital transformation, and focusing on regenerative tourism practices to protect our natural and cultural heritage.



WITH THE EXPANSION OF THE DABOLIM INTERNATIONAL AIRPORT IN SOUTH GOA AND THE OPENING OF MANOHAR INTERNATIONAL AIRPORT IN NORTH GOA, WE ARE HANDLING MORE FLIGHTS AND ALLEVIATING CONGESTION

Tourism infrastructure needed for greater connectivity?

Goa is focused on enhancing tourism infrastructure to ensure seamless connectivity. With the expansion of the Dabolim International Airport in South Goa and the opening of Manohar International Airport in North Goa, we are handling more flights and alleviating congestion. We're also continuing to improve road, rail, and waterway connectivity, and modernising our cruise terminals. Our "Hop on Hop Off" buses, covering key landmarks, beaches, and heritage sites, are an exciting addition, making it

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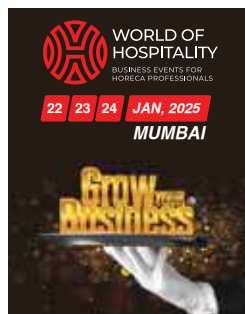
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easier for tourists to explore all that Goa has to offer. We have also adopted technology to ease the end mile connectivity, for example, the Goa Taxi App has proven to be a valuable resource for tourists, providing convenient and reliable transportation options throughout the state.

Green efforts in Goa. How clean are our beaches?

Goa has made significant strides in maintaining the cleanliness and environmental sustainability of our beaches. The Beach Vigil App empowers anyone to report beach violations, enhancing the cleanliness and safety of our shores. We also conduct regular clean-up drives in collaboration with local communities, students and

volunteers, particularly in crowded areas, to maintain a pristine environment for both residents and tourists.



Goa as a global cruise hub
Goa, with its strategic location and cultural appeal, has tremendous potential to be a major global cruise hub. We're investing in the modernisation of our cruise terminals to accommodate larger vessels and provide a world-class experience for cruise passengers. Additionally, by enhancing port

facilities and promoting unique shore excursions, we aim to make Goa a key destination on the global cruise circuit and attract major cruise lines through active participation in international cruise tourism conventions.

Boosting Heritage Tourism in the state? Incentivising heritage houses?
Heritage tourism

heritage. We're developing heritage walks and trails in historic areas, to showcase our rich legacy, in various cities in the north and south of Goa - like Old Goa, Panaji and surrounds, and Margao. Furthermore, we're promoting cultural festivals and events to offer immersive experiences for visitors. We are actively promoting

Kamat House in Panaji and many more which allows the preservation of architectural heritage that attracts tourists interested in Goa's vibrant history.

The Goa Erection of Shacks on Public Beaches Regulation & Control Bill of 2024. What will this mean for the tourism industry in the state?

The new Shack Regulation Bill is a progressive step towards sustainable beach tourism management in Goa. The bill provides a comprehensive framework for the regulation and management of temporary and seasonal structures on public beaches, balancing the needs of beach operators with environmental protection. This legislation aims to enhance the quality of our beach experiences and ensure that the growth of beach tourism aligns with our broader goals for sustainable development. We have also ensured that authentic Goan cuisine is made part of every shack menu. Our proactive Shack Policy, along with subsequent legislation, ensures that shacks are ready for tourists, not the other way around so for the first time, shacks were allotted and are operational well ahead of the tourism season. ■

We are actively promoting and marketing Goa's heritage houses like Menezes Braganca House in Chandor, Figueiredo House in Loutolim, Mhamai Kamat House in Panaji and many more

is an essential component of our strategy to preserve and promote Goa's unique cultural and architectural

and marketing Goa's heritage houses like Menezes Braganca House in Chandor, Figueiredo House in Loutolim, Mhamai

TOURISM @2047





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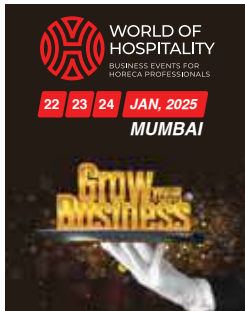
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The hospitality industry is a catalyst for tourism growth

Pradeep Shetty | President, FHRAI

India's tourism roadmap to 2047 and hospitality's role in this journey?



India's tourism journey to 2047 is incredibly promising. By then, we aim to be one of the top tourist destinations globally, thanks to our cultural heritage, diverse landscapes, and sustainable tourism practices and varied tourism offerings across the length and breadth of the country and above all, our unmatched hospitality. As an industry, hospitality will be at the forefront of this transformation.

In order to ensure that guests experience India's rich diversity with top-notch services, hotels, resorts, and the travel ecosystem as a whole will appeal to a wide range of travellers - both local and international. Our role will be to

continuously invest in infrastructure, enhance service standards, and focus on sustainability. We must make sure that our growth doesn't come at the cost of the environment or cultural integrity. Additionally, upskilling our workforce will be crucial in providing a seamless and memorable experience for tourists. The hospitality industry is not just a supporter but a catalyst for tourism growth, and by 2047, we'll see this synergy creating an economic and cultural boom for India.

The Indian government is targeting 100 million inbound tourists by 2047. What are the challenges facing us?

It will be no easy task to reach 100 million visitors by 2047. One of the biggest challenges we face is development of requisite tourism infrastructure and connectivity. While our metros and popular tourist cities are well-equipped, considerable efforts are required



THE GROWTH IN TIER 2 AND 3 CITIES WON'T JUST DECENTRALISE TOURISM BUT WILL ALSO BRING ECONOMIC BENEFITS, CREATING JOBS AND FOSTERING REGIONAL DEVELOPMENT

to enhance infrastructure and connectivity in the tier 2 and tier 3 cities and emerging tourist destinations and rural centres. While tremendous work on road infrastructure has been underway, air connectivity is a cause for concern. Lack of affordable credit facility with reasonable repayment period is a major hurdle the sector faces today in its growth to the next trajectory. Hospitality

projects with huge capital expenditure and long gestation period will not be able to thrive unless a favourable lending norm are introduced for the industry. Higher taxation rates prevailing in the country also needs a relook in our efforts to position India as a major tourist attraction in the world.

Another hurdle is the process around visas. Though e-visas have gotten

better, simplified processes could make India a more desirable destination for international visitors. While efforts are being made to improve the safety and security of travellers, we need to strengthen our safety protocols and promote these improvements internationally. Lastly, we must address the challenge of sustainability. There's always a chance that our natural and cultural heritage areas will become swamped by tourists. It's essential that we promote responsible tourism, ensuring that our growth doesn't compromise the very destinations people come to experience. Addressing these challenges will require active collaboration between the government, private sector and local communities.

Using technology to make the transition

Technology is going to be a game-changer as we transition into this new era of tourism. From AI to VR, the possibilities are endless. AI chatbots, for instance, are already

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Consumers look for new flavors, sensory experiences and global tastes – all of which Turkish Hazelnuts can help to satisfy. Hazelnuts can easily turn a familiar taste into something exotic with their rich creamy texture and unique flavor notes. Now is the time to build more excitement around new items with unexpected ingredients such as Turkish Hazelnuts.



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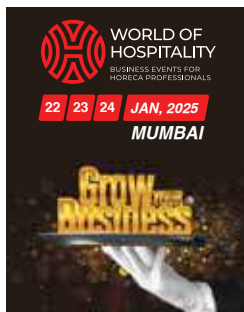
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making customer service more efficient, offering real-time assistance to travellers. AI can also help personalise experiences by making recommendations that are based on the interests of tourists. Virtual reality is another exciting tool. Imagine a potential traveller in Europe taking a virtual tour of Rajasthan or the backwaters of Kerala before they even book their trip. It's an immersive way to promote destinations. Blockchain can improve the booking and payment processes, ensuring transparency and security for both travellers and service providers. In hospitality, smart hotels will transform guest experiences, with everything from keyless entry to AI-driven room service becoming more commonplace.

The key is integrating these technologies in a way that enhances the traveller's journey while maintaining the personal touch that India is known for. Technology will not only make our processes more efficient but also help us connect with a wider global audience. But on the flip side, there is the growing concern of online frauds, fake bookings, etc that will be an uphill battle to counter in the wake of

the onslaught of technology and the rapid advances thereof .



Demand vs supply. Will India have enough rooms for 100 million tourists?

Accommodating 100 million tourists is going to be a challenge, particularly when it comes to room availability. Right now, we don't have nearly enough rooms, especially in major tourist destinations. We're going to need a significant increase in hotel inventory across all segments - luxury, mid-range, and budget accommodations. However, FHRAI's focus and pleas on EODB, fiscal reforms and GST rationalisation is with the view of encouraging addition of rooms across all segments. The real opportunity, however, lies in Tier 2 and 3 cities, as well as emerging destinations. To meet this demand, public-private partnerships and foreign investments will be the key enablers. However, this will be possible only

through a favourable policy environment of long-term credit facility at affordable rates and ease of doing business in the hospitality sector.

Beyond increasing the number of rooms, we also need to focus on quality. Tourists today, especially those from international markets, expect a certain standard of service. So, while we're expanding, we must also ensure that we are building high-quality, sustainable hotels that enhance the tourist experience. With the

experience. As more travellers look for such experiences, these cities will become increasingly attractive. However, we need to invest in the necessary infrastructure - better connectivity, airports, and hospitality facilities.

Here I must compliment the efforts of the GOI in building extensive road networks in Tier 2 and 3 cities and such other rural areas . Regional airports, in particular, are critical. We've already seen how

key players in India's tourism success story.

As an apex industry body, what is your wishlist for the government at the Centre?

First and foremost, we need the hospitality sector to be granted infrastructure status that enables the sector to avail loans at affordable interest rates and long-term repayment period to help reduce their huge operational cost. A more simplified regulatory environment, especially in terms of land acquisition, hotel construction approvals and operational licenses and permits is another long-time pending request of the industry.

Reducing the GST burden on hospitality services would also make India more competitive, as most of our neighbouring countries are at single digit GST rate. We also need government-backed programs that focus on training the hospitality workforce to meet global service standards. Finally, we urge the government to incentivise eco-friendly tourism practices and support green certification programs for hotels. With a shared vision and strong collaboration, the government and the industry can together take India's tourism to new heights by 2047. ■

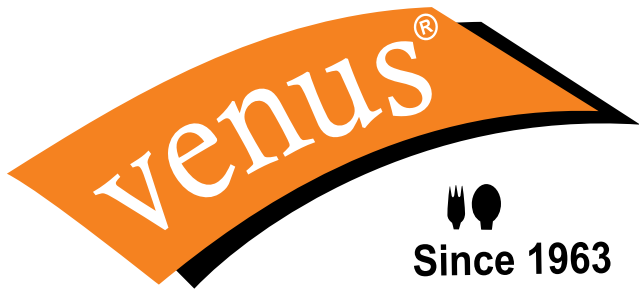
Reducing the GST burden on hospitality services would also make India more competitive, allowing the sector to attract a larger share of international tourists

right investments and policies, I am confident that India can rise to meet this challenge.

The growth in Tier 2 & 3 cities

The future of Indian tourism lies in the growth of Tier 2 and 3 cities. These regions offer untapped potential, from unique cultural experiences to natural beauty that remains relatively unexplored. What excites me most is that these destinations give tourists an authentic, off-the-beaten-path

airports like those in Varanasi and Madurai have boosted tourism, and we need similar developments in other regions. Beyond infrastructure, the hospitality sector in these cities must evolve. Small hotels, boutique resorts, and homestays can cater to this new wave of tourists. The growth in Tier 2 and 3 cities won't just decentralise tourism but will also bring economic benefits, creating jobs and fostering regional development. It's an exciting time, and these cities will be




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FHRAI aims to create a cohesive approach to tourism

D S Advani | FHRAI 2024 Convention Chairman

What will be the main theme and highlights of the 54th FHRAI Convention in Goa 2024?

The FHRAI Convention 2024 in Goa will be centred around the theme "Tourism @2047: Incredible to Inevitable India;

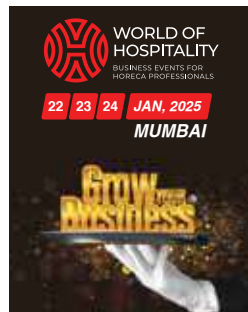
operations along with some highly interesting topics relevant to the hospitality industry. Keynote speeches from industry leaders and interactive panel discussions will delve into insightful insights from top-notch industry stalwarts

sharing their valuable insights about all essential ingredients for a thriving hospitality business in any era. These sessions will help delegates navigate the ever-evolving space and the game-changing strategies of the hospitality sector. Immense

opportunities for networking at the Convention will allow delegates to forge valuable connections, share experiences, and explore collaborations that can drive collective growth. The convention will feature an exhibition space showcasing the latest in hospitality technology and services, creating a platform for businesses to connect with potential partners and customers.

region. Goa has been selected as the venue for the FHRAI Convention 2024 due to its reputation as a premier tourism hotspot and its vibrant hospitality scene. The state is known for its rich cultural heritage, stunning landscapes, and a well-established infrastructure that supports tourism and events.

Hosting the convention in Goa offers a unique opportunity to engage with stakeholders in a setting that embodies the essence of hospitality. The region attracts both domestic and international tourists, making it an ideal location to discuss trends, challenges, and opportunities in the industry. Goa's accessibility and diverse accommodation options cater to a wide range of attendees, enhancing their overall experience. The convention aims to leverage Goa's position as a leader in tourism to inspire delegates to adopt best practices and explore innovative



BY BRINGING TOGETHER VARIOUS STAKEHOLDERS, THE CONVENTION AIMS TO ADDRESS THE PRESSING CHALLENGES FACING THE HOSPITALITY SECTOR AND EXPLORE SUSTAINABLE SOLUTIONS

Driving Growth and Sustainability in a Mission Mode." This theme aligns with global trends towards environmental responsibility and social sustainability. The three-day FHRAI Convention will explore all aspects impacting the tourism and hospitality sectors, providing practical solutions to turn into reality, the vision of making India a \$3 trillion economic powerhouse by 2047.

The convention will also focus on integrating sustainable practices into hospitality



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solutions that can be applied in various contexts across India.

How many delegates will be attending the same?

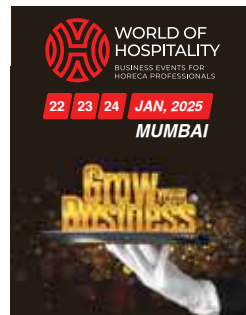
The FHRAI Convention 2024 is expected to attract around 650-700 delegates from across the hospitality sector. This diverse group will include hotel and restaurant owners, industry professionals, policymakers, and representatives from government bodies. Such a broad attendance will create a vibrant atmosphere for exchanging ideas and networking, fostering collaboration and innovation within the industry.

By bringing together various stakeholders, the convention aims to

address the pressing challenges facing the hospitality sector and explore sustainable solutions. The presence of key decision-makers will enhance the discussions and outcomes of the sessions, ensuring

Goa has been selected as the venue for the FHRAI Convention 2024 due to its reputation as a premier tourism hotspot and its vibrant hospitality scene

that the convention serves as a significant platform for driving change and progress in the industry. Furthermore, the anticipated attendance reflects the industry's enthusiasm for learning, adaptation,



and commitment to elevating India's hospitality standards on both national and international stages.

The Indian government is targeting 100 million inbound tourists by 2047.

Role of FHRAI in driving these numbers?

As the Indian government targets 100 million inbound tourists by 2047, FHRAI plays an important role in achieving this ambitious goal. FHRAI is committed to advocating for policy reforms that promote tourism, enhance the regulatory framework, and improve the overall visitor experience. Through initiatives focused on capacity building, skill development, and the promotion of best practices in hospitality, FHRAI ensures that the industry is well-equipped to handle the anticipated influx of tourists.

The organisation actively engages with government bodies

to align on strategies that enhance infrastructure, connectivity, and services essential for tourism growth. Additionally, FHRAI promotes India's diverse cultural and natural attractions on global platforms, raising awareness and interest among potential travellers. By collaborating with industry stakeholders, FHRAI aims to create a cohesive approach to tourism development, ensuring that the benefits are widely distributed and sustainable. Through these efforts, FHRAI is not just contributing to the government's target but also driving the evolution of the hospitality sector into a more resilient and globally competitive industry. ■

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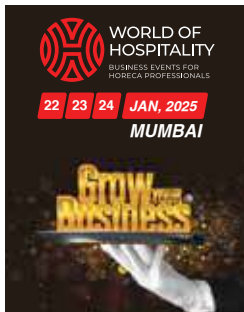
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If done right, tourism can help elevate India's global stature

Ajay Prakash | President, Travel Agents Federation of India

Growth outlook for Tourism 2025- 2047
The target of attracting 100 million international



tourists by 2047 is undeniably ambitious but achievable with significant strategic changes. However, as things stand, several gaps need to be addressed for India to reach this goal. One of the major issues is the lack of overseas marketing. Despite having a wealth of cultural and natural attractions, India is not doing enough to actively promote itself on the global stage. In fact, marketing budgets have been slashed, and our focus has been almost entirely on domestic tourism. While this is important, it will not be enough to attract the 100 million international tourists we aim for.

One key area that needs immediate attention is the

"Incredible India" campaign. When it was launched, the campaign was a game-changer, attracting global attention to India's rich heritage and diversity. However, the campaign has now run its course, and it's time for a fresh approach. Countries like Singapore have reinvented themselves repeatedly, and we should follow their lead by refreshing our image on the international platform. India has so much more to offer, and yet we haven't fully leveraged our unique selling points, be it

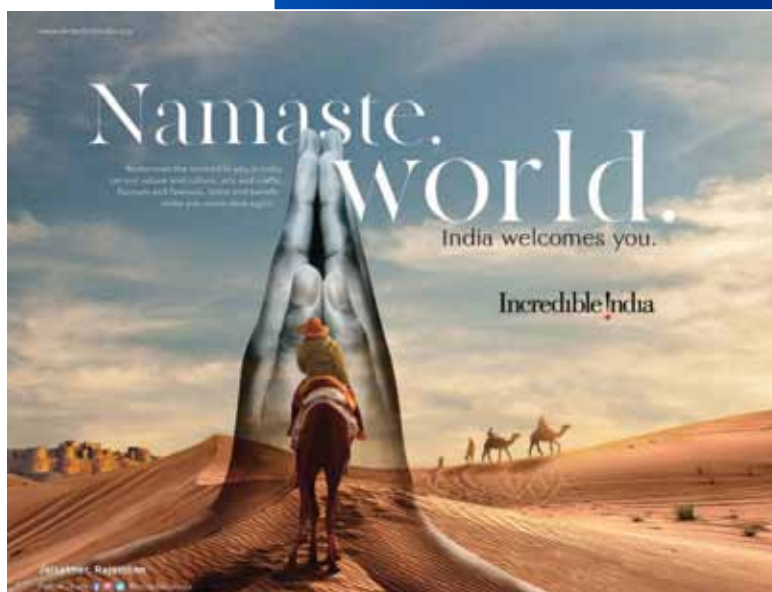


DESPITE HAVING A WEALTH OF CULTURAL AND NATURAL ATTRACTIONS, INDIA IS NOT DOING ENOUGH TO ACTIVELY PROMOTE ITSELF ON THE GLOBAL STAGE

cultural heritage, spiritual tourism, adventure, or wellness tourism. A revamped and modernised marketing campaign, tailored to the expectations of global travellers, is essential if we are to succeed in this target.

Another crucial element that needs urgent attention is cleanliness. A major turnoff for international tourists is the lack of cleanliness in many parts of India. The Swachh Bharat Campaign was a promising start, but it has not produced the desired results on a large scale. Cleanliness, sanitation, and the overall hygiene of public spaces need to be drastically improved if we are to compete with cleaner, more tourist-friendly destinations in the world. Tourists, especially from developed nations, expect basic hygiene standards, and India needs to step up in this area to meet global expectations.

Key growth pillars that will enable Vision 2047





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Tourism can significantly contribute to India's global image and position as a leader on the world stage by 2047. The current century is often referred to as Asia's century, and for India to truly play a global leadership role, the tourism sector will be instrumental. Tourism is a 100 per cent people-centric industry, one that connects people



across boundaries, races, religions, and cultures. It has the potential to serve as a great unifier, breaking

down prejudices and fostering greater understanding between people. This is particularly crucial in today's polarised world, where misunderstandings about race, religion, and culture can lead to conflict. Tourism can play a pivotal role in bridging these gaps, by offering people firsthand experiences of different cultures and ways of life.

For India to truly play a global leadership role, the tourism sector will be instrumental

In fact, if we can make tourism a truly inclusive and welcoming industry, it has the potential to foster unity and peace. When people travel with open minds and open hearts, they

discover that the differences that seem to divide us pale in comparison to the commonalities that unite us. The human race shares one home, planet Earth, and tourism can help remind people of that common bond. The industry can also drive home the importance of protecting and preserving this shared home, contributing to global efforts on sustainability and conservation.

For India to fully realise the potential of its tourism industry and achieve the Vision 2047 target, a coordinated effort between the government, private sector, and civil society is required. This includes reinvigorating global marketing efforts, cleaning up the country, and improving infrastructure. The government needs to offer its full support through policy reforms, budget allocation, and strategic initiatives. If done right, tourism can help elevate India's global stature, foster unity, and contribute significantly to the nation's socio-economic development. ■

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Spiritual Tourism will be the driving force

Rajiv Mehra | President, Indian Association of Tour Operators (IATO)

Growth Outlook for Tourism 2025- 2047

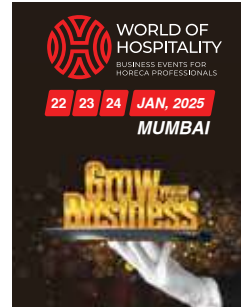
India's tourism sector is poised for significant growth between 2025 and 2047, driven by rising domestic travel, government initiatives, and improved infrastructure. The 'Dekho Apna Desh' campaign, enhanced digital marketing, and heritage site preservation will boost both domestic and international tourism. Eco-tourism, wellness tourism, and adventure travel are expected to thrive as sustainability becomes a key focus. Spiritual Tourism will be the driving force. With growing middle-class income and an emphasis on rural tourism, the industry aims to contribute around 10% per cent to the country's GDP by 2047, fostering millions of jobs and promoting India as a global travel destination.

Key Growth pillars that will enable Vision 2047

India's Vision 2047 is anchored on key growth pillars, including infrastructure development, digital



INDIA'S VISION 2047 FACES SEVERAL CHALLENGES, INCLUDING INFRASTRUCTURE GAPS, ECONOMIC INEQUALITY, AND ENVIRONMENTAL CONCERNS



transformation, and sustainability. Massive investments in smart cities, transportation networks, and renewable energy will drive economic growth. The 'Make in India' initiative, coupled with advanced manufacturing and innovation in sectors like defence, technology, and green energy, will

boost industrial capacity. Social inclusion, education, and skill development programs will empower the workforce, while digital initiatives like Digital India will enhance governance and service delivery. Strengthening agriculture, healthcare, and tourism, along with global trade partnerships, will solidify India's position as a leading global economy by 2047.

Challenges that stand in the way India's Vision 2047 faces several challenges, including





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- 4: Housekeeping Uniforms
- 5: Waitstaff Uniforms
- 6: Security Staff Uniforms

► Banquet Linen

- 1: Banquet Tablecloths
- 2: Chair Cover
- 3: Sashes and Bows
- 4: Table Skirts
- 5: Catering Napkin
- 6: Display Drapes
- 7: Round Table Cover
- 8: Overlay - Naprons

► Bed Linen

- 1: Bed Sheets
- 2: Pillows
- 3: Duvets
- 4: Duvet Covers
- 5: Pillow Cover
- 6: Bed Runners

► Room Furnishing

- 1: Bed Base
- 2: Mattress
- 3: Bed Header
- 4: Side Tables
- 5: Extra Mattress
- 6: Roll Away Bed
- 7: Room Curtains

► Bath Linen

- 1: Towel
- 2: Hand Towel
- 3: Face Towel
- 4: Bath Slippers
- 5: Bath Mats
- 6: Bath Robes

► Table Linen

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- 2: Napkins
- 3: Table Runners
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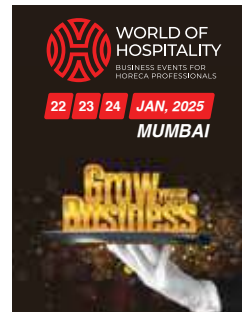
infrastructure gaps, economic inequality, and environmental concerns. Despite progress, inadequate transportation, energy, and urban infrastructure could slow down the growth. Socio-economic disparities, particularly in rural areas, risk undermining inclusive development. Education and healthcare systems require significant improvement to meet the demands of a growing population. Climate change poses a major threat, with rising pollution and water scarcity impacting agriculture

and livelihoods. Bureaucratic inefficiencies, corruption, and political instability could also hinder policy implementation. Addressing these challenges will require robust governance, sustainable policies, and widespread collaboration across sectors to achieve the Vision 2047 goals.

How can we overcome them?

To overcome the challenges hindering Vision 2047, India must prioritise investment in infrastructure, focusing on

sustainable urbanisation, rationalisation of GST, safety and security, hygiene, transport, and renewable energy. Bridging socio-economic gaps



requires improving rural connectivity, access to education, and healthcare, along with targeted social welfare

programs. Reforms in governance, reducing bureaucratic inefficiencies, and combating corruption are essential for effective policy execution. Climate change mitigation efforts, such as promoting green technologies and conservation, should be integral to economic planning. Strengthening public-private partnerships, fostering innovation, and expanding skill development initiatives will empower the workforce and ensure inclusive, sustainable growth, helping India achieve its Vision 2047 objectives. ■

Socio-economic disparities, particularly in rural areas, risk undermining inclusive development



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We want industry to wake up and smell the business

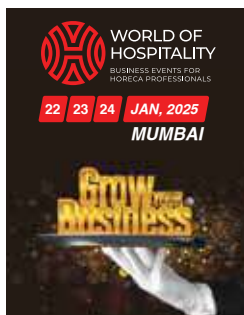
Rajan Bahadur | CEO, Tourism and Hospitality Skill Council

The Indian government is targeting 100 million inbound tourists by 2047. Are we getting there?

I think the government is working very extensively towards infrastructure and last-mile connectivity. They have put efforts to get more international players here. As an industry what we also need to do is to rise to the occasion whether it is in terms of training, skilling, or upskilling. As the Tourism and Hospitality Skill Council, we are playing a role in that. We have over 1100 training centres today which mobilise students locally, train them in short-term training skills and make sure through job fairs and campus recruitment we also make sure that they get respectable jobs.

Our training centres are spread across the country, largely in Tier 2 and Tier 3 cities because that is where you are mobilising the youth who aspirationally want to be in this line. That is THSC's vision - to fan out in the country and to recruit people who can then be

mobilised, either close to their states or accordingly. There is so much opportunity that is happening here that people don't even



have to travel so far away from their home state. They could be close to the towns where they belong or at least the state. All that I feel is already happening, it is surely taking some time, but we are moving in the right direction. We have been quite fast. Having said that, we still have to do a lot as an industry to make sure that we have to improve the scale of salaries.

What is your wishlist from the industry?

We want industry to wake up and smell the business. The government has made infrastructure, they have given us the directions and now industry has to

take it forward. We must ensure that the environment in which they are working, and entry-level pay scales give them the right motivation to grow in the service.

You compare a person who joined the hospitality industry at entry level to someone in Tata Steel at the floor level, do you think the environment is very nice? No. All big chains have entry-level positions that demand hard work

I still feel there are a lot of advantages in an area like hospitality where the environment is restricted, it is controlled, and you are engaging with a lot of cross-cultural people including international travellers. So, the exposure is huge. Our DNA of Indians is hospitality, so we do exceptionally well. But you always have to work hard as there are no shortcuts. There is no way that the moment you graduate you will be given a higher-level position. There is immense scope in the industry as there is a wide range of businesses and hotels. In smaller hotels, growth is



OUR TRAINING CENTRES ARE SPREAD ACROSS THE COUNTRY, LARGELY IN TIER 2 AND TIER 3 CITIES BECAUSE THAT IS WHERE YOU ARE MOBILISING THE YOUTH

probably faster.

I do not come from a hospitality background but I was able to do reasonably well. You join at the entry level, and you have exposure to multiple departments, multi teams with different people, and different cultures.

What about soft skill training?

We provide technical training and soft skills training which includes attitude and

aptitude. So, what we are also applying is the Hub and Spoke model. When we pick people from smaller cities and villages for their exposure to hospitality, we have noticed that they have a lot of misconceptions about the industry, that it is very glamorous. But the reality is different. However, if you have the right attitude, you can do anything. In the hospitality industry, sky is the limit. ■

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GOA, FIRST TO EMBARK ON THE JOURNEY OF REGENERATIVE TOURISM

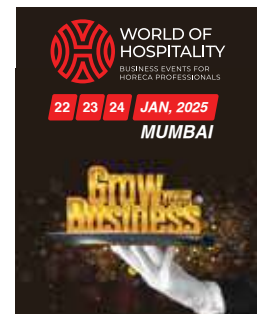
In the world of tourism, the concept of 'sustainable tourism' has gained significant momentum over the years. It focuses on minimising the negative impacts

of tourism on the environment, communities, and local cultures. However, a new, more progressive approach is beginning to take root, one that goes beyond mere

sustainability - Regenerative Tourism. This innovative approach seeks not only to limit harm but to actively improve and restore the ecosystems, communities, and cultural fabric of tourist destinations. Goa, India's tourism hub, has become the first state in the country to embark on this transformative journey.

At its core, regenerative tourism is about giving back more than what is taken. While sustainable tourism aims to maintain a balance between human activity and the environment, regenerative tourism goes a step further by focusing on restoration and revitalisation. Regenerative tourism promotes long-term positive impacts by focusing on community empowerment, encouraging local entrepreneurship, and actively involving residents in decision-making processes. It fosters cultural exchange, supports traditional crafts and practices, and ensures that

tourism benefits flow back to the local community. Unlike sustainable tourism,



which focuses on mitigating harm, regenerative tourism aims to leave a place better than it was before.

On the 62nd anniversary of its Liberation, Goa Tourism announced a pioneering model for regenerative tourism. The Goa government's vision is to redefine the state's tourism sector by emphasising environmental restoration, cultural preservation, and community empowerment. With Goa already being one of India's most popular tourist destinations, this forward-thinking approach promises to place the state at the forefront of responsible tourism.

The government's approach integrates four essential



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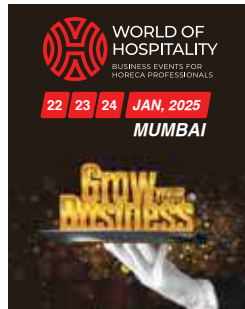
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pillars: spirituality, indigeneity, civilisational and cultural nationalism,



and conscious tourism. By focusing on these paths, Goa aims to create a model that reflects its unique identity while aligning with global trends of responsible and regenerative tourism.

Four paths to Regeneration

1. *Spirituality*: Goa's model recognises the connection between tourism and spirituality, promoting tourism that not only contributes to the economy but also to personal fulfilment,

Regenerative tourism promotes long-term positive impacts by focusing on community empowerment, encouraging local entrepreneurship, and actively involving residents in decision-making processes

education, and cultural affirmation. Spiritual tourism in Goa emphasises meaningful experiences that highlight the state's deep spiritual and cultural heritage.

2. *Indigeneity*: This pillar emphasises the empowerment of indigenous communities, showcasing local traditions, crafts, and lifestyles. The focus here is to preserve and revitalise Goa's indigenous practices while providing these communities with economic opportunities

through tourism. 3. *Civilisational and Cultural Nationalism*: Goa's tourism model is also rooted in national pride and identity. By highlighting historical landmarks, festivals, and traditional practices, the model fosters a deep sense of pride in Goan and Indian culture, reinforcing the link between tourism and the nation's heritage.

4. *Conscious Tourism*: Conscious tourism promotes eco-friendly and responsible tourism practices.

By addressing environmental concerns, such as waste management and habitat destruction, this path emphasises sustainability and the protection of Goa's natural beauty. Community-driven initiatives are key here, ensuring that local people are central to the tourism industry.

The Ekadasha Teertha Campaign: A key initiative
One of the most ambitious projects launched under Goa's regenerative tourism model is the Ekadasha Teertha Campaign, which focuses on preserving and promoting eleven key places of worship in the state. Through this campaign, Goa Tourism aims to harness the cultural and economic potential of these spiritual sites by involving

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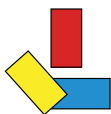
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local communities, particularly women and youth. The campaign not only seeks to preserve these important sites but also to provide



an avenue for tourists to engage with the history, cuisine, and lifestyle of Goa, creating meaningful exchanges between locals and visitors.

Empowering communities and restoring ecosystems

A central feature of regenerative tourism is its emphasis on local involvement. In Goa, the government is focusing on empowering communities by involving them in tourism-related

One of the most ambitious projects launched under Goa's regenerative tourism model is the Ekadasha Teertha Campaign, which focuses on preserving and promoting eleven key places of worship in the state



decisions. This model aims to ensure that tourism benefits the people who live in these destinations, providing opportunities for local entrepreneurship and fostering economic resilience. The focus is on creating a more equitable distribution of tourism income, allowing local communities to thrive economically and socially.

Key priorities of Goa Tourism's Regenerative Model

To ensure the success of regenerative tourism, the Goa Government has outlined several key

priorities for the sector:

1. *Green tourism:* This priority focuses on greening the tourism sector to make it more sustainable and responsible. Initiatives include promoting eco-friendly accommodations, reducing carbon footprints, and encouraging tourists to participate in environmental restoration efforts.
2. *Digitalisation:* Harnessing the power of digital platforms to promote competitiveness, inclusion, and sustainability in tourism. Digital tools will help promote local businesses, encourage responsible tourism practices, and provide tourists with information on how they can contribute positively during their stay.
3. *Skill development:* Empowering the youth with the skills necessary for jobs and entrepreneurship

in the tourism sector. This initiative will help create a skilled workforce that can contribute to both the tourism industry and the local economy.

4. *Support for MSMEs:* Fostering innovation and entrepreneurship by supporting tourism-related MSMEs, startups, and the private sector. The goal is to nurture a dynamic tourism ecosystem that fosters innovation and economic growth.
5. *Destination management:* Rethinking the management of tourism destinations with a holistic approach that aligns with the Sustainable Development Goals (SDGs). This includes strategic planning for long-term sustainability, balancing tourist numbers with the carrying capacity of destinations, and promoting responsible practices.

Goa's regenerative tourism model is a visionary approach that promises to redefine the state's tourism landscape. By focusing on restoring ecosystems, empowering communities, and revitalising cultural heritage, Goa is setting a new standard for responsible and sustainable tourism in India. ■



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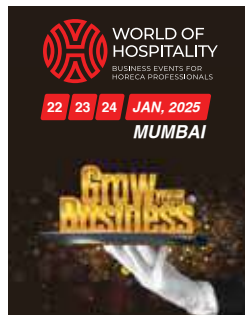
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It's a bold vision, but still a work in progress

Chef Ranjeet Pandey | President, Goa Culinary Forum

The Indian government is targeting 100 million inbound tourists by 2047. Are we getting there?



The ambition is certainly palpable, and the efforts are noteworthy. From strategic government initiatives aimed at promoting Indian tourism on the global stage to showcasing



GOVERNMENT OF INDIA INITIATIVE IN INTRODUCING MILLET TO THE WORLD CUISINE WILL GO A LONG WAY IN PROMOTING CULINARY TOURISM IN INDIA

the country's pristine beauty and diverse landscapes, the momentum is undeniable.

Yet, the road to 100 million tourists is not without its challenges. The intricacies of supply chain logistics will need to evolve to accommodate this influx, and while progress is evident, much of the groundwork remains under development. In essence, it's a bold vision, but still a work in progress. Indian government's focus on infrastructure development will boost the potential of inbound tourism.

The fine dining/ culinary landscape in Goa?

The culinary landscape in Goa is at the peak of its adventurous journey. Right now, Goa is a melting pot of diverse cuisines, culinary expertise, guest preferences and the dining sentiment. We have local and international chefs emerging at every vibrant corner, each having something very different or eclectic to offer.

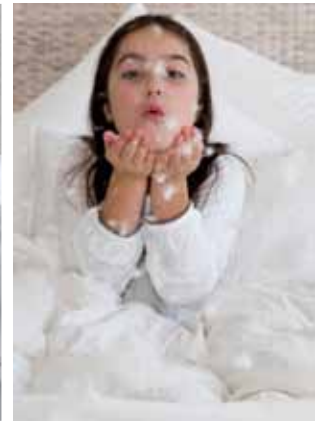
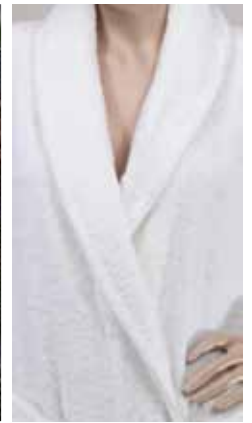
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try adding the quintessential Goan charm to it. So in Goa, fine dining per se is a lot more than polished silverware and crisp linens. Merging with the laidback vibe or sushegaadponn, fine dining has a slightly skewed notion in Goa. The focus is more on the produce, product and perception.

Fresh local produce from the abundance of Goa, skill and techniques both old and refined and the experience, setting up a stage for your creation,

in culture to delicious street side quick-fixes, the gastronomic appeal of Indian cuisine is undeniable. In that context, the potential for culinary tourism

training are essential steps to help position India as a global culinary destination. That being said, an article in future market insights quotes that the Culinary Tourism sector in India is expected to grow at a robust CAGR of 23% from 2023 to 2033, signaling a bright future for the industry.

Culinary Tourism sector in India is expected to grow at a robust CAGR of 23% from 2023 to 2033



that's mostly what fine dining revolves around in Goa.

The potential of Culinary Tourism in India?

India is all about the food, from recipes steeped

is huge. But we do have to iron out some finer details to fully unlock this potential. Enhancing food hygiene and food safety standards, infrastructure development, and providing specialised

The government's role in boosting Culinary Tourism in the country?

The Indian government has made notable efforts to uplift the tourism sector, with a particular emphasis on promoting culinary tourism. By offering affordable accommodation to increase the influx of international travellers and implementing strict policies and quality standards through the Food Safety and Standards Authority of India (FSSAI), the government is showcasing India's culinary diversity and creativity. Collaborating with local organisations and entities, it is ensuring that India's unique food culture takes center stage in the growing trend of global culinary tourism. Government of India initiative in introducing millet to the world cuisine will go a long way in promoting culinary tourism in India. ■

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Global tourists prefer sustainable travel products: KTM



Consumers' preference for environmentally sustainable practices, experiential travel, and a significant spend on self-care are the latest trends in global tourism market, noted experts at the recently concluded 12th edition of Kerala Travel Mart (KTM).

During a seminar on 'Evolution in Tourism Trends' at KTM 2024 at the Sagara-Samudrika Convention Centre in Willingdon Island here, they opined that efficiency and personalisation matter the most to travellers.

Commenting on the emerging trends, Dipak Deva, Managing Director, SITA, said sustainable travel products will influence choices of tourists, whose spending on self-care in tourism sector is projected to quadruple by 2027.

According to him, travellers will prioritise experiential travel over daily luxuries and Gen AI is going to impact areas like developer efficiencies, customer support, reputation management and performance advertising of the industry.

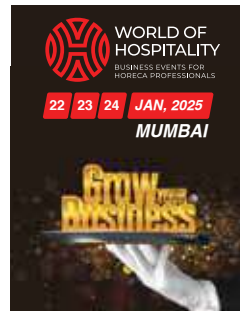
As per the report

by research firm Markets and Markets, the global carbon offset market, which was valued \$331.8 billion in 2022, is projected to grow at a compound annual growth rate of 31 per cent from 2023 to 2028, reaching \$1.6 trillion.

"This growth is driven by the global pursuit of net-zero emissions and increased investments in carbon capture technologies. Europe is expected to be the largest market for carbon offsets during this period," Deva said.

Elaborating on the

global trends, he said families embrace scenic retreats over urban adventures



with panoramic beaches and countryside being the top choices. The popularity of solo travel has surged with Google search for 'Solo Travel' doubling in 2023.

For Kerala, he suggested identifying new tourism destinations in each district to provide the vibes of experiential tourism to visitors.

Recalling his nascent days in tourism sector, Cmdr. Sam, MD of Kalyppo Adventure, said his company hardly had any template about the activities to be

introduced in the adventure tourism sector in the state.

However, there are now myriad opportunities in the state to explore new trends in the adventure tourism sector and the local community can benefit from it, he pointed out.

Noting that Kerala has to cash in on its distinct culinary tradition, celebrity chef Siddiq Mohammed said the state has to create a comprehensive culinary guide for the tourism sector, besides incorporating gastronomic experiences into tourism activities.

"We need to develop culinary tours and water metro culinary cruises and promote Ayurveda cuisines. Besides, traditional homes have to be promoted for providing personalised dining experiences to tourists and redefine



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the experience as ‘God’s Own Cuisine’,” he added.

E M Najeeb, MD, Great India Tour Company, was the moderator.

The expo of the September 26-29 KTM 2024, Asia’s biggest tourism sector event that attracts stakeholders from around the world, featured as many as 347 stalls from public and private entities.

Kerala aims to emerge South Asia’s MICE Tourism, Destination Weddings hub: Tourism Minister Mohamed Riyas Keeping with the strategy of consistently diversifying its offerings in the tourism sector, Kerala has drawn up ambitious plans to promote the state as a “leading choice” for MICE Tourism and Destination Weddings, Tourism Minister P A Mohamed Riyas said.

Addressing Kerala Travel Mart (KTM), the Minister said given its advantages and ambience, the state has all the potential to soon emerge as South Asia’s hub in these two highly promising segments.

“While Kerala has for long been celebrated as a favorite holiday destination worldwide, we now seek to emerge as the leading choice for MICE

(Meetings, Incentives, Conferences and Exhibition) tourism along with Destination Weddings,” Riyas said.



As a state that promotes innovation, the state will soon have an incubation center for startups in the tourism sector, the Minister announced.

Noting that Kerala has world class infrastructure and ambience to tap the huge potential of the MICE segment, he said “our beautiful state stretching over 580 kilometers is home to four international airports, creating easy access for travellers from



around the world”.

The state’s connectivity is set to leap forward with the completion of the national highway by next year along with greenfield, coastal and hilly highways. “No major destination of the state is more than a few hours away for the visitors—be it serene beaches, backwaters or stunning hill stations,” he said.

With major ports in Kochi and Vizhinjam and the Kochi Water Metro, combined with an

MICE travellers, the Minister said.

He recalled the successful hosting of the G20 meetings in Kerala is a testament to the unique experience the state offers to global visitors. Taken together these advantages, Kerala has all the potential to emerge as the most desirable MICE and Destination Weddings hub in all of South Asia, he said.

Other major segments set to receive greater attention in Kerala include Ayurveda and

the national average stands at 48 per cent. In contrast, Kerala has surpassed these benchmarks, achieving an impressive 87.83 per cent, marking a significant progress towards pre-Covid levels of foreign arrivals,” he said.

Last year, the state set a historic record with 2.18 crore footfalls of domestic visitors. With the continued support of the tourism industry, Kerala Tourism is confident that this season will witness a record-breaking footfall, he added.

Referring to the global-acclaim earned by the state’s Responsible Tourism initiative, Shri Riyas said international trends show that travelers are increasingly inclined toward sustainable tourism.

Emphasising that investment and innovations are the two pillars of Kerala Tourism, he said the state has set an ambitious target of netting 30 per cent of the state’s GDP from the sector.

The state has also placed a strong emphasis on encouraging startups in tourism, promoting fresh ideas, concepts and in innovations to scale up the industry, the Minister said, announcing that an Incubation and Innovation Center specifically for the tourism sector will soon be set up. ■

As a state that promotes innovation, the state will soon have an incubation center for startups in the tourism sector

extensive network of road transportation along with world class hotels, and convention centres, Kerala is set to offer unforgettable experiences for

wellness tourism, caravan tourism, heli-tourism, cruise tourism, culinary tourism, village life experience and adventure tourism, he said.

As a state of resilience, Kerala has demonstrated remarkable recoveries from the crippling blows of Covid-19 pandemic and back-to-back floods, setting national trends in executing strategies for a swift rebound in tourism, he said.

“According to UNWTO, international travel across Asia-pacific region is still recovering, currently at 18 per cent, while



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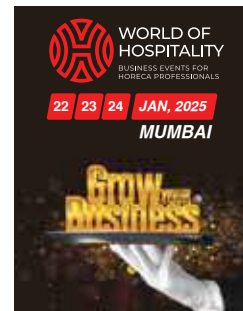
EMERGING MARKETS LIKE BHOPAL AND SURAT ARE SHOWING PROMISING GROWTH

In an exclusive interview, **Rohit Bajpai**, General Manager, Sheraton Grand Palace Indore shares his insights on the Indore marketscape

BY STEENA JOY



How has the hospitality dynamics changed in Indore four years after Covid?



The hospitality sector in Indore has undergone a transformative shift. Travellers today prioritise safety, personalised experiences, and

well-being. We've seen a resurgence in both leisure and corporate travel, with an increased demand for unique experiences that blend luxury with wellness. At Sheraton Grand Palace Indore, we've responded by strengthening safety protocols while enhancing guest experiences through customised services.

New inventory in the city? Has the demand-supply ratio put pressure on ARR? Indore has experienced a notable increase



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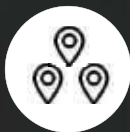
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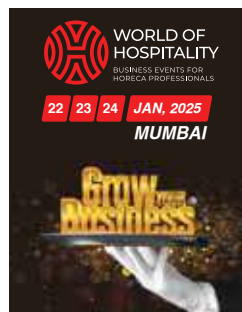
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“With ongoing investments in infrastructure and Indore's growth as a business hub, the demand for premium hotels is expected to rise

in new hospitality properties, contributing to a dynamic shift in the demand-supply ratio. While competition has intensified, Sheraton Grand Palace Indore remains ahead of the curve by consistently delivering premium experiences that set us apart. This strategy has enabled us to maintain strong ARR, despite the pressures of a competitive market.



Existing and emerging feeder markets?

We continue to see strong demand from metro cities like Mumbai and Delhi,

which remain our core feeder markets. However, emerging markets like Bhopal and Surat are also showing promising growth. Improved connectivity and evolving travel preferences have expanded our market reach, allowing us to attract guests from Tier-2 and Tier-3 cities.

Strategy to tackle manpower challenges/

retention policies?

The pandemic has reshaped workforce expectations. At Sheraton Grand Palace Indore, we prioritise employee well-being by offering comprehensive development programs and flexible work policies. We cultivate a culture of growth, where talent is nurtured and recognised. Our retention strategy centers on creating a fulfilling work environment, ensuring that our team stays motivated and committed.

Future outlook?

The future of hospitality in Indore looks incredibly promising. With ongoing investments in infrastructure and the city's growth as a business hub, the demand for premium hotels is expected to rise. At Sheraton Grand Palace Indore, we remain focused on maintaining operational excellence, promoting sustainability, and delivering unmatched guest experiences. ■

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INCREDIBLE CULINARY SHOWCASE AT WORLD FOOD INDIA

World of Hospitality's renowned Incredible Chef Challenge was held at the recently concluded World Food India at Bharat Mandapam in New Delhi. Bringing together India's culinary talent, the event not only celebrated culinary excellence but also highlighted India's rich gastronomic culture, positioning ICC as a premier culinary competition in the country

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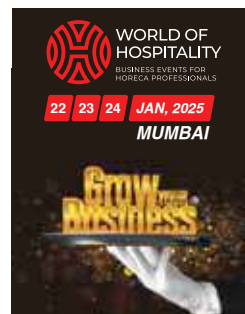
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The Incredible Chef Challenge, a flagship event by the team of World of Hospitality is one of the most prestigious culinary art competitions to be held in cities across India. The aim is to attract young talent to showcase skills and promote culinary excellence in the country. ICC provides the perfect platform for students and professionals to showcase their culinary art, food preparation, presentation, and serving skills through various competitions.

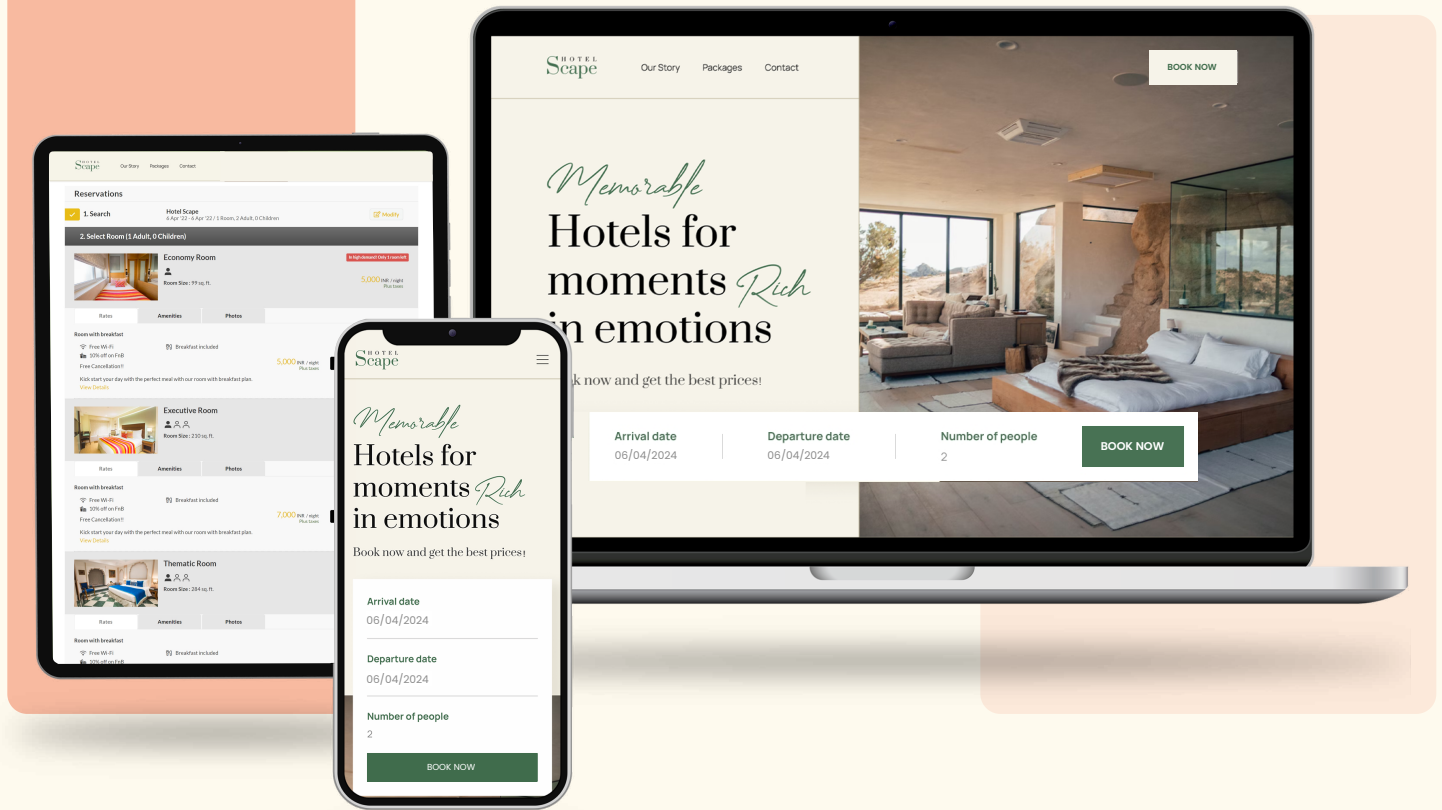


This annual competition is the ultimate arena where hundreds of culinary talents across India display their masterly skills, and seek accreditation and feedback for improvement from the judging panel of internationally acclaimed chefs. This year the team collaborated with India Culinary Forum to host the Incredible Chef Challenge at World Food India, now one of the most acclaimed shows for the food processing industry. The competition was held over four days from 19th to 22nd September at Bharat Mandapam in New Delhi.

This year, there were over **500 participants** across **9 categories**, including both students and professionals. Many culinary schools participated from across the country, like Hyderabad, Chennai, Delhi etc, which showcased the popularity of the challenge. 30 acclaimed chefs representing the India Culinary Forum were part of the Jury, judging competition in categories like Pre-Plated Contemporary Millet, Live



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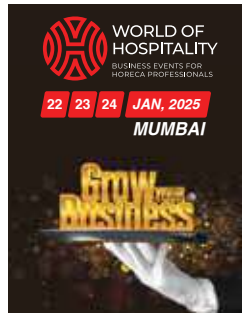
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This is the first time the Mixology and Mystery Basket concept was held at the show and was met with huge success. Especially the mixology championship on the last day garnered a lot of attention, with more than 50 participants with an equal division of girls and boys.

Chef Manjeet Singh Gill, President, IFCA, said, "I am so happy to be here at the Incredible Chef Challenge, to see so many young chefs participating is a moment of joy and pride. I can see how the show has improved multifold since its inception with immense improvement in infrastructure and participation. The standard is going up. We have some great talent in our country and our young chefs are fully capable of competing at international competitions. The company and the people who are putting it together play a very important role in achieving higher benchmarks and higher results in a competition



like this and I can see together we will go ahead to achieve the same."

Vikramjit Singh Ahluwalia, Executive Chef, Radisson, Gurugram shared his thoughts on judging the competition, "There is great zeal and enthusiasm among the students. I have seen more participation this year and young chefs are eager to put their best foot forward."

Shailendra Singh, Corporate Chef, Pride Group of Hotels, stated, "ICC has been a great platform for young chefs to furnish their skills and learn from the best in the industry. For the jury also it becomes a pride to be able to share their knowledge and motivate the students in the right direction. For beginners it's even a great platform to showcase and learn from the best. I have the standard go high and more participation proves the efforts everyone is putting in for a great show."

All four days were packed with competition and enthusiastic students. The winners were announced in the evening awards were announced in all categories. Overall 50 gold, 80 silver, and 90 bronze medals were distributed to winners across the region. The colleges also showcased great zeal by sending students all the way to participate



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INCREDIBLE CULINARY SHOWCASE AT WORLD FOOD INDIA

and learn through the four days.

A masterclass featuring Hello Basmati rice was held for students to learn some skills from renowned chef Shailendra Singh, Corporate Chef, Pride Plaza Hotel. The students had an interactive session with the chef, who spoke on skills required in the kitchen.

The Indian Culinary Forum is an Indian association of Chefs acting as a link & platform for the community and the team collaborated with World of Hospitality to deliver the event at World Food India as part of the culinary

showcase of the country. Some other jury members included Chef Binish Baby, Head Chef, The Lemon Tree Hotel Company; Chef Sarabjit Singh, Executive Chef, Hotel Radisson Marina; Chef Sumit Gupta, Professor, IICA; Chef Balendra Singh, Director, Institute of Bakery and Culinary Arts; Chef Syed Naqvi, Pastry Chef, Radisson Blu; Chef Narender Singh Latwal, Executive Chef, Khubani; Chef Sachin Rathor, Pastry Chef, JW Marriott, Aerocity; Chef Rakesh Rana, Executive Chef, Pride Plaza; Chef Avinash Jha, Corporate Chef, Udman Hotels; Chef Himanshu Priyankar, Executive Chef, Tedco. ■



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Growing consumer preference for long-grain speciality rice variants

Sumit Bhatt, JMD, Shivakriti Agro, highlights how the consumption of Basmati is evolving. The brand recently participated in the Incredible Chef Challenge at World Food India in New Delhi showcasing some of their premium products to the chefs

Tell us about the brand and its product range.

We, Hello Basmati Rice, are in the business of milling, processing, and supplying the best quality Basmati Rice in the following variants - Raw, Steam, Sella/ Parboiled and Golden Sella Rice all over the world. At Hello Basmati Rice, we strive to win our clients' confidence and trust by providing them highest quality of rice and the best support after the sale. Hello Basmati Rice, grown in the misty Himalayan foothills and nurtured by clean snow-fed Ganges, provides your palate with a superb Indian concoction. This delicious magic is the result of a lot of hard work, patience, and meticulous planning. Hello, comprises steam, Sella and Raw Basmati rice. It is available in head grains as well as broken with entire ranges such as Tibar, Dubar, Mongra, Mini Mongra, and so on.

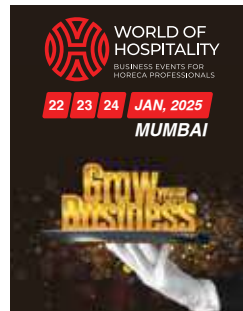
How has the demand in the

hotel sector evolved over the years?

Demand for our premium range of products has increased exponentially after Covid. This is the result of exponential growth of the Hotel Industry itself after Covid.

What are the current trends that are dominating the rice segment, any specific demands from chefs?

The primary driving force of the Basmati Rice Industry is the growing consumer preference for long-grain speciality



rice variants owing to their superior characteristics in terms of quality, aroma, and flavour. Moreover, the rising consumption of basmati rice due to its low-fat content and high nutritional value is acting as another significant growth-inducing factor. In addition to

this, the increasing adoption of basmati rice in the food and beverage sector for the preparation of various traditional Indian cuisines, such as biryani, desserts, pilafs, etc., is also fueling the market growth.

Can you share how your brand incorporates sustainable practices in its operations/products?

Like every industry, climate change has created an urgency for the adoption of sustainable practices in food industry. We are working not only on our company's environmental footprint but also on other issues such as reducing waste, cutting emissions, improving employee

health and safety, lowering energy & water consumption, and creating & marketing a greater range of healthy products.

How do events like World Food India and Incredible Chef Challenge help raise awareness about your brand?

Events like these helps us establish our reliability and trustworthiness as these events give us a platform where chefs can have a first-hand experience with our products. They show their creativity and innovation using our rice which poses a challenge for us also to meet their expectations. Moreover, we get direct feedback from them which helps in evolving our products as per their needs. It helps us as a brand to fulfil our mission which is to bring the highest quality of rice at a reasonable price so everyone can have a taste of luxury. We were happy to connect with the chefs of the region and some budding culinary artists through the show. ■



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HPMF Convention & Awards 2024: EMPOWERING THE PROCUREMENT FRATERNITY



Hospitality Procurement Managers Forum (HPMF)'s first convention after Covid, held in Lucknow from September 26 to 29 recently, not only showcased the culture and traditions of Uttar Pradesh (*Muskuraiye aap Lucknow mein hai*), but also the resilience of the hospitality industry

BY STEENA JOY



One of the most affected fraternities of the Covid pandemic, hospitality procurement managers converged in Lucknow recently in a show of strength and empowerment, after nearly four years. HPMF couldn't have chosen a better destination to celebrate its 14th anniversary nor a better support partner - the Uttar Pradesh Tourism Department. The opening of the Ram Mandir in Ayodhya earlier this year was a global event that garnered the interest of Indians and foreigners alike.

Needless to say, one of the highlights of the HPMF Convention & Awards 2024 was the visit to Ayodhya Dham to visit the temple, giving delegates a spiritual experience that will remain in their memories forever. Attended by over 500 attendees, the event aptly showcased Lord Ram's legacy and Awadhi culture and cuisine. The convention even put up a 'Meena Bazaar' where many GI tagged handicrafts and textiles were showcased on an evening that also paid tribute to Lucknow's renowned dance form, Kathak.

In his keynote address, Chief Guest Surendra Jaiswal, President of HRANI and the UP Hotel & Restaurant Association emphasised that purchase managers are one of the four pillars of the industry and the backbone of the industry. He invited Dr Nitin Nagarale, Founder and General Secretary of HPMF to work on an MoU with HRANI to jointly tackle the underlying issues plaguing the segment.



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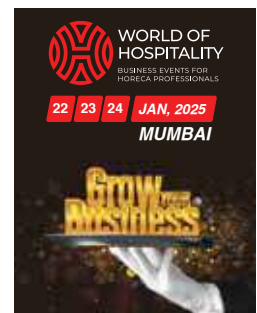
STEENA JOY, Editor, Incredible World of Hospitality News receiving the Manikarnika Women Achiever's Award at HPMF Convention 2024



Addressing the gathering, Dr Nitin Nagarale stated that HPMF was founded to take the procurement profession forward. He spoke about the HOPE initiative started by HPMF in 2020 in tribute to beleaguered colleagues who succumbed to pressure during Covid. He requested the hospitality industry to reduce the pressure on such professionals to help them maintain a work-life balance.

Guest of Honour, Gaurav Prakash, renowned entrepreneur and hotelier, observed that it was apt that Convention was being held on World Tourism Day. He believed that the way to a 5 trillion Indian economy was through Uttar Pradesh.

“India’s growth story cannot be completed with UP. It is a land of untapped potential. The state government is looking to develop homestays in rural villages and adopt a 360-degree approach. Brand UP is ready to welcome you,” he stated.



Insightful knowledge sessions

The knowledge sessions over the two days of the Convention were insightful and interactive. Lebana Penkar, SVP, HR, Arrivae presented a session on Ease of Doing Business where she stated that there a few areas where India is fast becoming business friendly: starting a business, dealing with construction permits and getting electricity. In fact, the country has moved from 142 in 2014 to 62 in 2019 in the Ease of Doing Business Index by the World Economic Forum.

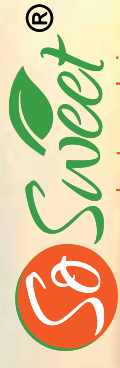
Rahul Pandit, MD & CEO, Advent Hotels spoke about the Changing Landscape of Business to deliver Operational Excellence. “While the world is ageing, the Indian demographic is young. Over the next 20 years, 200 million Indians are going to join the workforce. India is going to be the workforce provider of the world,” he pointed out.

A Fireside Chat on How Vendors should approach Hotels for Business was held between Vikram Goel, MD,



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Unox; Rajnish Nandan, National Sales Head - ROCA; Gaurav Bisht, VP Sales, NUTASTE; Pankaj Giroti, Chief Advisory Mentor, Talloak Hospitality; G S Murugan, GM Purchase, Mahindra Holidays, Mumbai and Vikas Suri, VP, Lords Hotels & Resorts. The session was moderated by Dr Jaideep Gupta, Director, Jaideep Aurovindo Gupta, Hospitality Project & Pre-opening Consultants.

Nandkumar Parmeshwar, Director, Vendorglobe Technology Solutions spoke about Use of Technology in Procurement and announced that a revolutionary platform askpurchase.com will be launched soon in association with HPMF. The platform will be a ready reference for procurement managers. "It will be something akin to a pocket friendly purchase directory. Nealy 5000 vendors have already been onboarded," he informed.

The second day of the convention started with a panel discussion on "Procurement Challenges that Haunt your Business". The panelists included Rishi Puri, Principal Consultant, Epic Hospitality; Varun Inamdar, Chef and Chocolatier; Christopher Basil Massey, Consultant Brookfield; Santosh Doiphode, Associate VP, Mad Over Doughnuts (MOD); Vikram Singh, Cluster Purchase Manager, Fairmont Group, Jaipur was moderated by Abdul Nasir Shaikh. The panel highlighted critical strategies for overcoming procurement hurdles, which are pivotal to ensuring operational excellence in the hospitality sector.

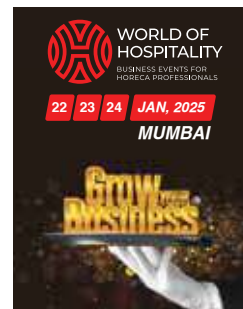
Training and skill development

Dr Madhu Chandok, Founder, PIP 2020 and HPMF Advisory Board spoke about HPMF's Leadership Development Initiative (Gurukul). The teaching methodology is classroom study, webinars and panel discussions, hands on application in select properties and field visits.

There were motivational sessions by Major General Dr Dilawar Singh, ex Indian Army; Pankaj Mehta, TedX Speaker, Trainer and Head Lion's SEA TBC and Dr Madhumita Gupta, India's first reflexologist. An invigorating session by Amit Pandey, CEO, Orient Cables India on Nuturing Talent: Be the Inspirational Mentor, had a lot of takeaways for the delegates.

There was also a Fireside Chat on the Challenge of Skilled Manpower in Hospitality between Rajan Bahadur, CEO, Tourism and Hospitality Skill Council (THSC) and Subhra Banerjee, Founder, Encovate where they discussed the unique RTD (Recruit, Train and Deploy) programme which the THSC has successfully piloted and has become popular with even big hotel brands.

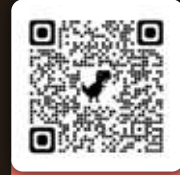
At the HPMF Convention & Awards in Lucknow, procurement managers who excelled in their job roles were honoured. Another highlight was that for the first time, 14 exceptional women (including yours truly) were recognised for their contributions to the hospitality industry. ■





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Bakery TRENDS



IMARC report expects 9.6% CAGR for Indian bakery market

According to a recent IMARC Group report, the Indian bakery market size reached US\$ 12.6 billion in 2023 and is expected to reach US\$ 29.4 billion by 2032, exhibiting a growth rate (CAGR) of 9.6% during 2024-2032

The growing population and changing consumer preferences, driven by factors such as western food trends, increased consumption of cakes and RTE food, and expanding retail and e-commerce sectors, are fueling the market growth / demand. This, in turn, is prompting manufacturers to introduce healthier options and invest in R&D to meet the evolving consumer demand.

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian bakery market report, along with forecasts at the country and regional level from 2024-2032.

Biscuits are the most consumed bakery products due to their innovative flavours, designs,

nutritional value, and affordable prices. Additionally, the introduction of innovative product variants is increasing their sales.

Breakup by distribution channel:

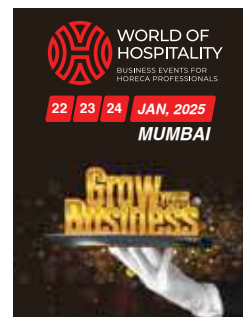
- Convenience Stores
 - Supermarkets and Hypermarkets
 - Independent Retailers
 - Artisanal Bakeries
 - Online
 - Others
- Convenience stores

represent the largest segment as they allow easier access to a wide variety of bakery items for consumers.

Breakup by region:

- North India
- West and Central India
- South India
- East India

On the basis of the region, the market has been segmented into North, West and Central, South and East India.



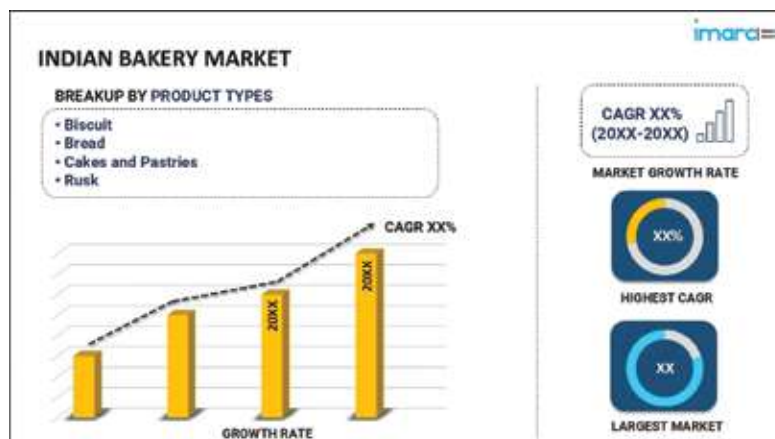
Competitive landscape

The competitive landscape of the industry has also been examined, with some of the top Indian bakery

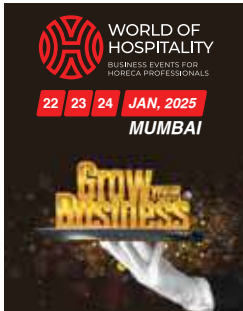
companies being Britannia Industries, ITC, Parle Products and Surya Food and Agro.

As per the IMARC Group, the Indian bakery market size was approximately US\$ 12.6 billion in 2023. The bakery market in India is likely to grow at a CAGR of 9.6% between 2024-2032 and is anticipated to reach a value of US\$ 29.4 billion by 2032.

The rising demand for ready-to-eat (RTE) bakery products, on account of hectic lifestyles and changing dietary patterns of individuals, is primarily driving the India bakery market. Additionally, the increasing consumption of fast-moving consumer goods (FMCG), including bread and biscuits, is also propelling the market



growth. Moreover, the growing presence of bakery items across the e-commerce sector that offers doorstep delivery, exciting offers, wide range of options, and online payment methods is acting as



a significant growth-inducing factor. Besides this, the widespread adoption of clean-label, organic, and fortified bakery goods is further augmenting the Indian market.

The growing consumer health awareness has led to the introduction of healthy, low trans-fat, multi-grain, and whole wheat bakery items. This is expected to propel the market growth in India over the coming years. Moreover, the rising number of hypermarkets, supermarkets, convenience shops, and departmental stores, along with the increasing product availability, is also expected to drive the regional market in the future. Additionally, the growing investments in extensive R&D activities to launch organoleptically improved products are anticipated to fuel the Indian bakery market over the forecasted period.

The increasing

penetration of Western food trends, along with the growing popularity of pies, muffins, donuts, cakes, bread, cookies, bagels, biscuits, pastries, rolls, macrons, brownies, etc., is augmenting the Indian bakery market. These bakery items have a savory or sweet taste and fluffy texture. Moreover, bakery products are easy to consume and store for an extended period. In addition to this, they are considered fast-moving consumer goods (FMCG) and are extensively utilised for both formal and informal occasions. Additionally, the growing number of artisanal bakery shops and patisseries is further catalysing the market growth.

The target consumers of the bakery products are likely to be individuals aged 25 to 55 with a higher disposable income. Most consumers belong to the urban working population who often attend social gatherings, go for casual outings, and prefer on-the-go lifestyles. The younger generation is likely to drive the consumption of bakery products within this segment in years to come. Additionally, the growing popularity of gluten-free, vegan, lactose-free, and high-fiber product variants that are made by using premium-quality ingredients, particularly among the health-conscious consumers, is expected to bolster the market growth in the forecast period. ■

An advertisement for MG-PRO bakery appliances. At the top is the MG-PRO logo with the tagline 'MADE IN INDIA, FOR INDIA!'. Below it is the headline 'FRESHLY SQUEEZED!'. A paragraph of text describes the products: 'Responding to the demand for ever-decreasing kitchen space and increasing ambient temperatures, MGPRO has developed a range of products that, while compact in size to save on floor space, are big in performance and are Proudly made in India! The range offers superb flexibility, with many models suiting a variety of applications. All of which means MGPRO can help maximize the efficiency of a kitchen.' Below this text are several images of different bakery appliances, including refrigerated display cases, upright refrigerators, and under-counter units. A 'Key Features' section lists: 'Specially coated evaporator & condenser fins', 'Clean and safe design with solid full SS construction', 'Self-closing GN compatible doors with removable gaskets', 'Round corners inside cabin for easy cleaning', 'Easy to maintain with all spares available locally', 'Tested to perform efficiently at ambient temperatures of up to 43°C and space constraint', and 'Under counters & prep tables are available with drawers mounted on solid SS sliding channels.' At the bottom, it lists 'Hospitality Appliances Pvt. Ltd.' with contact details for Harshal Ganjawalla (+919833418838) and Pranal Ganjawalla (+919819612125), email sales@hapl.co.in, and website www.mgpro.in. A toll-free helpline number 18002125181 is also provided.

Balancing environmental consciousness with guest experiences

Rachita Sood, General Manager, Novotel Mumbai International Airport, shares how the hotel is driving sustainable operations and integrating technology to create meaningful experiences for guests

BY SALONI BHATIA



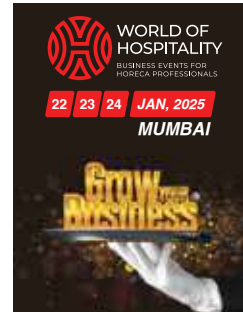
How has sustainability changed the operations and vision of a brand like Novotel?

Sustainability has become a core value for Novotel, not just as a trend but as an integral part of our operational framework. At Novotel Mumbai International Airport, we've embedded eco-friendly practices across the board—from energy-efficient infrastructure to waste management and reducing single-use plastics. Our Green Key certification is a testament to these efforts. Sustainability has shifted our vision to focus on responsible hospitality, where environmental consciousness is balanced with guest experience. It's about leading the way for future-ready hotels, reducing our carbon footprint while creating meaningful stays.

ARRs and the market dynamics in Mumbai

Mumbai's market dynamics are ever-evolving, driven by business demand, tourism, and large-scale events. Our Average Room Rates (ARR) reflect this diversity and fluctuate based on seasonality and demand. With the growth of domestic tourism, we've adjusted our pricing strategy to

offer competitive yet value-driven packages. While the corporate sector remains a key driver, we are also seeing increased traction in



leisure, weddings, and MICE, allowing us to maintain a balanced and adaptable pricing approach.

The manpower shortage and role of skill development and upgradation

The hospitality industry is currently experiencing significant manpower shortages. To address this, we are focusing on skill development and upgradation. At Novotel, we've implemented soft skills and behavioural training programs and actively collaborate

“
Novotel Mumbai International Airport is perfectly positioned to cater to large-scale weddings and corporate events

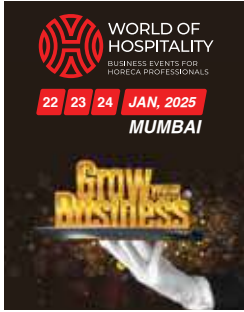
with hospitality institutes to build a strong talent pipeline. Upskilling and continuous learning are essential for retaining our workforce and ensuring they are prepared to meet evolving guest expectations, especially with the introduction of digital tools and new service standards. This approach allows us to maintain high levels of service and operational efficiency despite the challenges.

Mumbai's wedding and MICE segment

Mumbai is a vibrant market for both weddings and MICE, and we are seeing exponential growth in these segments. Novotel Mumbai International Airport is perfectly positioned to cater to large-scale weddings and corporate events with our expansive banquet spaces and customisable solutions. The wedding segment, especially, is evolving with a demand for personalised, luxury experiences. We're committed to offering tailored services that make each event unique. Our focus on MICE is also growing, as corporate clients seek well-equipped, accessible venues for conferences, meetings, and incentives.

Thoughts on AI and automation in hospitality

AI and automation are shaping the future of hospitality, enhancing guest experiences and



streamlining operations. At Novotel, we've begun integrating technology to improve efficiencies—whether it's AI-driven guest communication, automated check-

ins, or smart room technologies. However, we believe that the essence of hospitality lies in human interaction, so we strike a balance. Technology supports our service delivery, allowing our team to focus on creating personalised, memorable guest experiences while maintaining operational excellence.

What new initiatives have you introduced at your property?

We have introduced key initiatives, such as a structured guest feedback analysis process



to identify areas for improvement and implement targeted action plans, ensuring higher satisfaction and loyalty. We have also prioritised personalised guest interactions across all touchpoints, from check-in

to dining and recreation, which has significantly improved satisfaction and retention. To cater to family travellers, we introduced engaging activities for children, making their stay enjoyable while allowing parents

to relax. We place great importance on our employees, or 'Heartists,' by implementing team-building activities, recognition programs, and ongoing skill development, leading to a motivated workforce that enhances guest service. Additionally, we have customized offerings, including bespoke dining and personalised event planning, to create exclusive and tailored experiences for our guests. Finally, we've launched musical nights at our restaurants and lifestyle events as well. ■

			
Bain Marie with Gas Steamer Below	Cold Salad Counter with wooden covering foldable flaps sneeze guard	Coloured Service Counter with Granite	Coloured Two level Refrigerated Display Counter
			
Cold Well	Dim Sum Trolley	Electric Teppanyaki with pan slide	Hot Bain Marie Counter with wooden covering foldable flaps sneeze guard

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5TH YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION HELD IN BENGALURU

IWOH News

THE PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA) organised the 5th Young Visionary Housekeepers National Convention and 7th Anniversary of PHA YUVA on 14th September 2024, at Fortune Park JP Celestial, Bengaluru. The event witnessed a record crowd of almost 250 participants including YUVAs from 16 different Hotel Management colleges and stalwarts from hotels, the healthcare sector, facility management, aviation, and faculty members. The theme of the convention was TEHK 'Technology Enabled Housekeeping'.

The convention commenced with a mindful meditation session by R. S. Ganesh Narayan-Heritage Associate Support Partner- PHA. The convention commenced auspiciously with the lamp lighting ceremony led by Jayashree Nagaraj, Founder-President & Chairperson-PHA; Guest of Honour Bhavya Kaura, General Manager, Fortune Park JP Celestial, Bengaluru; Keynote Speaker, Gunjan Bisarya, Head Housekeeping, ITC Hotels, Delhi; Sandhya AnilKumar, Chief Mentor-PHA YUVA-India, State VP-L&D PHA-Karnataka, & Assistant Professor, M. S. Ramaiah University of Applied Sciences; & Dr. Thomas Mathew, National VP L&D-PHA, Professor-AIHM Bengaluru. This was followed by a welcome dance performed by Adhidev J, YUVA from Acharya Institute, Bengaluru.

Elizabeth Ngoruh, Regional HoD Rooms Division & PR Head-South, IIHM, Bangalore, & PHA Executive Member

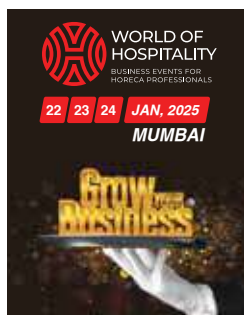
PR & Media presented PHA corporate video. PHA YUVA Corporate video was presented by Nirupama Patra, HOD, IHM Shri Shakti, & VP-L&D, PHA Telangana Chapter and Co-Convenor of this event enabled the participants to understand the initiatives and contributions made by PHA and YUVA for the fraternity.

In her inaugural address, Jayashree Nagaraj welcomed the esteemed guests, collaborators, PHA life members, YUVA mentors and PHA YUVA member participants to the convention. She encouraged the PHA YUVA members to make the most of this platform by staying updated on industry trends and engaging in meaningful networking with industry leaders, making it one of the most memorable days of their lives.

Bhavya Kaura in his opening remarks emphasised the use of technology in housekeeping as an efficient, time-saving tool, which will not only help in streamlining different processes but also help in improving guest satisfaction. He commended PHA's efforts in nurturing the budding generation of hoteliers, emphasising that such initiatives are essential and timely for the industry's growth and future.

In her keynote address, Gunjan addressed the need to bridge the generation gap and create the ecosystem to cater to the expectations of Gen Z. She advocated the need to lead a sustainable life and emphasized the need for digital transformation in every sector.

A panel discussion on the topic 'Housekeeping management with automation and digitisation was



moderated by Sunita Srinivasan, Professor-T.John College, Bengaluru. The panel included Lakshmi, Head of the Department, Housekeeping, Apollo Hospital, Bengaluru; Moumita Majumdar, Executive Housekeeper, ITC Windsor, Bengaluru; Satyabrata Samal, Associate Director of Housekeeping, Clarks Exotica, Convention Resort & Spa, Bengaluru; Manoj Kumar Chaturvedi, Area Manager, Olive by Embassy, Bengaluru; and Praveen Kumar Dubey, Assistant Manager-Cabin Support Services, Vistara, New Delhi. During the panel discussion, all members highlighted their experiences of using technology in day-to-day operations, employee resistance toward incorporating AI, and its impact on job orientation.

In his address Ajay Jain, CEO & Co-founder, of Bed and Bath Depot.com, Bengaluru; & Managing Director, Just- Linen Group, explained the need to standardise the quality and inventory management of the linen. He also provided his insight on challenges faced by hoteliers while selecting linen for the organisation.

A research presentation on the topic 'Housekeeping AI technology-enabled- setting a road map' was given by Dr. Madhu Chandhok, Director & Founding Partner-PIP 2020; Dr Rachna Chandan, Assistant Professor, BCIMCT, New Delhi; and Sandhya Anilkumar, Assistant Professor, MSRAUS. Highlighting the role of automation

in Housekeeping Operations, the researchers explained the impact of AI on different housekeeping processes, strategies, and manpower.

Setting the milestone in presenting budding hoteliers' perception, the YUVAs deliberated on the topic 'Revolutionising Housekeeping Operations'. The moderator for this panel discussion was Mr. Kasab V. Desai, IIHM, Bengaluru. Anjita Sharma, MSR University, Bengaluru; Aarya Pareek, IHM-Chennai; Shalini Asthana, AIHMCT, Bengaluru; Naqiya Hussain, IHM Hyderabad; and Benny Johnson from St. Joseph College, Pala, were the panel members for the discussion.

YUVAs shared more on PHA as a tool for Learning and Development. Ranajit Behera, Senior Maintenance Manager at Bengaluru International Airport, led an interactive ice-breaker quiz for PHA YUVA members, focusing on hospitality and housekeeping trends, technology, and sustainability. The session set a positive tone for the event, fostering engagement and learning among attendees.

Girish Prabhu, CEO of Instio Experiences, delivered a compelling session on 'AI in Housekeeping: Redefining Service for the Modern Era,' emphasising the role of AI in enhancing, not replacing, human expertise. This was followed by the awards to motivate and support the YUVA and their commendable work. ■



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How do you manage commercial food waste when you have a hospitality or catering organization?

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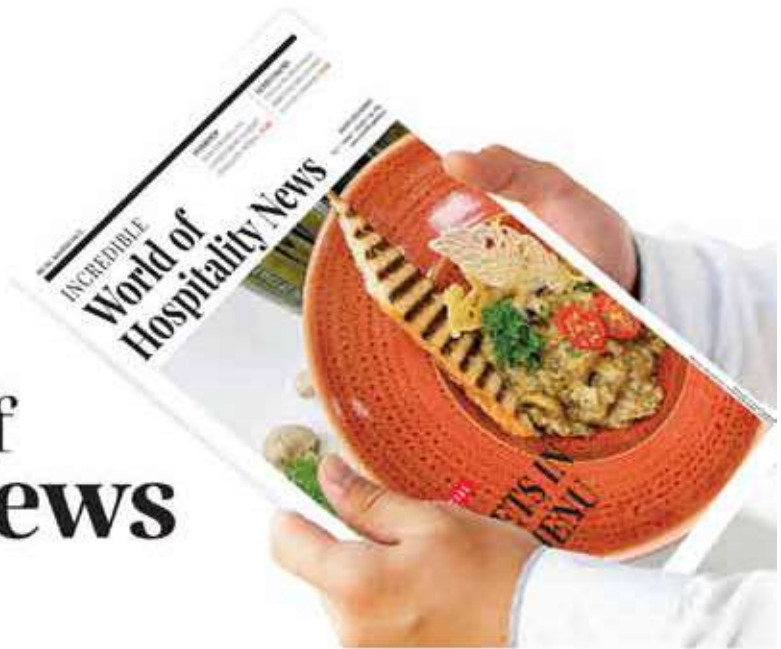
Food scraps, leftovers and dirty dishes are common in restaurants, hotel, hospitals, bars, office and school canteens. With a commercial food waste disposer, you have a dedicated solution to manage all your food waste. Just rinse off dirty plate, bowls and pans in your kitchen sink and let the garbage disposer grind up the food waste directly under your sink. A food waste disposer is a economical way to dispose your commercial food waste.

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Adapt or perish – mantra to serve clients better

Chinmoy Prabar Talukdar | Founder
Gitima Bhattacharya | Managing Director
The Catering Room, Guwahati

The catering industry is a booming industry in India with a huge scope for growth. This growth is primarily driven by the business-to-business (B2B) events sector and catering services being offered at a growing number of corporate events. Another significant trend reshaping the catering industry is the rising focus on health-conscious and dietary-specific offerings. Gone are the days when dietary restrictions were an afterthought. Today's menus are replete with options catering to a variety of dietary needs, from gluten-free to vegan. In the B2C sector, the key trends driving growth in catering are the increasing incorporation of technology, the rising popularity of food outsourcing at parties, and a growing variety of catering menu options—so not to forget the Big Fat Indian Weddings.

Next game changer
Times are changing and so are the needs of our customers.



Focus is shifting to businesses that promote environment-friendly practices along with state-of-the-art methodologies for food preparation and distribution. The needs of the client inspire the changes in the industry. You either adapt or perish, that's up to you. And I want to say that all our clients are unique and so is their thought pattern, their way of envisioning their events, be it a Big Fat Indian Wedding, a hotshot Corporate Gala Dinner or an intimate family gathering across the table. We prefer to give our clients experiential menus

where they can see our guests perform their magic over food before serving them. We also give importance to food presentations because nowadays pretty Instagram worthy food layouts is the trend. So focusing on our clients, experiential food menus with Instagram worthy layouts, adopting sustainable practices in the conduct of catering services, technology – altogether will be a game changer in the aspect of our business. **Trends to look out for...** As previously said, I think clients are

nowadays more environmentally conscious. Hence, they prefer those service providers who would get the job done in a more sustainable manner. Also, clients nowadays prefer to be immersed in the experience of an interactive catering station. Think pasta station, which allows guests to watch as chefs take pasta raw as a semolina mix, extrude it through a pasta machine, cook the pasta and then toss it in a cheese bowl before serving. Or a pizza station, in which guests can choose their own toppings before watching them transform in a

hot wood fire oven. Also there is a move towards healthier, wholesome food will continue this year and items like poke bowls and super food slaws will bring colour and vibrancy to both corporate and celebratory events. Healthy catering not only tastes incredible; it looks amazing too. Then there's Instagram where people love to share the unique and pretty things like charcoal-infused ice cream and hanging macarons. Instagram has undoubtedly transformed the food industry; so, make sure it's part of your plan. **Up ahead...** We see ourselves expanding to different parts of the country, from our home base, i.e. Guwahati, especially the northern and western parts of India. We see huge potential in those regions where our experience and unique style of catering can immensely benefit the clientele and industry together. ■

Smart Automation Solutions for Safety and Efficiency

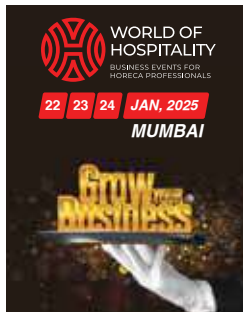
With award-winning wireless, wired, and hybrid technologies, BuildTrack offers seamless integration for both new and existing spaces, along with voice control via Google Home and Amazon Alexa. **Mohd Syeed Sarjekhan**, Vice President, Buildtrack, speaks to Incredible World of Hospitality News on how these solutions are improving the safety and efficiency of a hotel



What is BuildTrack and how is it assisting the hospitality sector?

BuildTrack is a leader in smart automation solutions for homes, offices, and the hospitality industry. BuildTrack's Hotel Automation solutions enrich the hotel guest's in-room experience and improve the operational and energy efficiency of the hotel. Guests are provided the luxury of control via Smart Touch Switches, Keypads and smartphone-based control for their room. BuildTrack offers a central platform that links all the guest rooms together to track occupancy, room status (e.g. DND), and service requests (e.g. Housekeeping). Hotel staff can receive direct notifications on their centralized system for service requests from guests. These are based on the rooms assigned to them allowing hotels to improve the labour efficiency of their staff, while

also improving responsiveness to the guests. BuildTrack digitizes manual meter readings for



electricity, water, and DG, offering greater efficiency and transparency. We also enable hotel chains to manage multiple properties under a unified smart portfolio for streamlined operations.

How is technology playing a crucial role in transforming the hospitality industry?

Technology is reshaping hospitality by improving guest services and operational efficiency. The intent is to enhance both the in-room experience and

comfort for the guests as well as overall hotel services. Technology enables this while lowering resource and energy costs for the owner/operators while providing greater transparency to the overall operation. Automated systems manage lighting, temperature, and entertainment based on guest preferences, creating a more tailored and convenient experience. Additionally, technology optimizes staff operations through instantaneous information on guest requests and status via centralized monitoring and apps which enhances resource efficiency. Centralized control and sensor-based options also enable more sustainable practices, helping hotels reduce costs while improving guest satisfaction. BuildTrack enhances energy efficiency by providing centralized control over common area lighting, HVAC,

and schedule-based operations of hotel BMS assets.

How are smart app controls changing the in-room services?

Smart app controls are revolutionizing in-room services by allowing guests to manage all aspects of their room environment through their smartphones. BuildTrack's SmartApp lets guests control lighting, air conditioning, curtains and more. Guests can even order room service or request housekeeping with a few taps. This also enables the operators to more optimally deploy hotel staff, to achieve quicker service responses thereby improving overall guest satisfaction and operational efficiency.

Comment on how new smart devices help in the energy efficiency of a property

Smart devices significantly improve

the energy efficiency of hospitality properties. Automated or sensor-driven systems for lighting, and HVAC can ensure that usage is efficient and wastage is minimized. based on room occupancy. BuildTrack motion sensors can be placed in common areas aisles, bathrooms, elevators and multiple areas across the hotel to enable lighting energy efficiency. This makes properties more sustainable while offering a modern, eco-friendly experience to guests. Smart Energy Meter monitored centrally allows continuous monitoring of consumption and rapid identification of issues so that corrective action can be taken sooner to reduce costs.

Buildtrack will be participating in the FHRAI convention to be held in Goa from 16-18th October. Meet them at Stall GF 12. ■

ProWine Mumbai to be held on 8-9 November at Jio World Trade Centre



IWOH News

PROWINE MUMBAI, ONE OF India's largest business events for the wine, spirits, and hospitality industry, is set to elevate its 2024 edition with a range of new features and expanded programming. Organised by Messe Düsseldorf India and All Things Nice, the two-day event will take place on 8-9 November at the Jio World Convention Centre in Mumbai.

The audience at ProWine Mumbai includes importers, distributors, retailers, F&B managers, hoteliers, mixologists, bar and restaurant owners, members of wine and spirits clubs, and end consumers. These trade buyers are responsible for curating large-scale investment inventories for bars, restaurants, and retail shops, while consumers engage with brands and directly influence market trends.

This year's edition introduces ProSpirits, a key

highlight that focuses on the innovative dynamics of the spirits industry. Attendees will have the opportunity to explore new trends, products, and be inspired by tastings from industry experts. The segment will showcase the strength and innovation of the global spirits industry while offering attendees a comprehensive exploration of premium beverages. ProWine Mumbai 2023 saw remarkable success, featuring 164 companies showcasing over 1,000 brands from 21 countries, and attracting 5,059 attendees from 24 countries.

In addition, the event will also feature The ProWine & ProSpirits Challenge, a systematic blind tasting, judged by industry professionals and wine and spirits enthusiasts alike.

The ProWine Bartenders' Competition provides a unique platform for bartenders across India to showcase their skills. The winner will receive the prestigious title of ProWine Bartender of the Year and an all-expenses-paid guest shift at an international bar. Additionally, The Craftsmen Discussion will feature invigorating panel discussions, with insights from global brand ambassadors, craft spirit producers, and heads of multinational brands on pertinent industry topics. ■





A MID-WAY OASIS

Many roads take us to destinations, but Namaste Dwaar Resort aims to make itself a pit stop, perfectly located in the middle of Delhi and Haridwar—a destination by itself. It is fast emerging as a spot to relax, unwind and give travellers an opportunity to make a rural connect.

BY SUCHITRA CHANDA

Delhi-Haridwar NH-58 is a busy road. On this route, Khatauli (about 8km away) had been a favourite stoppage point for passersby. Not anymore. People have made Namaste Dwaar + food outlets in its complex a

popular one now. Located on the NH-58, Delhi - Haridwar - Dehradun Highway, Mansurpur, this wellness resort offers a distinct experience something unusual and unique on this region.

The first striking thing about Namaste Dwaar is its architecture and appearance that catch the attention and compels one to stop and explore to the otherwise speeding road route. It appears like a majestic haveli, a sight to behold amid the commercial, concrete food courts—common to highways. It offers more than a mere break to forever whooshing away travelers on the highway. This place rejuvenates and connects people with the rural goodness with warmth and values which are deeply rooted in our culture, making it a pleasant destination (especially during weekends) for people who are short of time and are not keen for

a distant break, yet seeking a getaway offering tranquility as well as exclusivity.

Secluded and pristine
Namaste Dwaar offers more than a



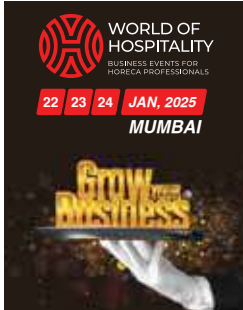
comfortable stay to its guests with its pet-friendly accommodations (a few units), sprawling lush greens inside views, crystal clear swimming pool along with facilities like Ayurvedic wellness spa, yoga sessions with experts, activities for families and kids, etc. It ensures a wholesome experience for family guests with its endless list of engagements like Ganga aarti, star gazing, pottery making, stone painting, village tour

on a tractor and trolley, and more. If relaxation and peace of mind is the key, Namaste Dwaar also boasts a quiet walk-in library, next to the lobby, with a rich collection of books for all age groups, a rare sight in hospitality that makes this property unusual and thoughtful at the same time.

An emotional concept

The place is the vision of Arvind Rathi, a former airline official, who now is close to his village, his roots, and enjoying every bit of the experience. “This project was started before the pandemic and my sole motive was to stay close to my parents and the village I grew up in. I always wanted to live with the satisfaction of spending as much time as possible with my clan and roots in the village Mansurpur and not with regret like - wish I could, in future. Now, my son and daughter-in-law have

taken charge and look after the operations and management of the property,” Rathi explains. The love and respect for parents, family house, cultural roots in the village has inspired the design and ambience of the place



largely, and due to this Namaste Dwaar looks like a huge haveli with thin brick walls of olden times. Its gate also is an exact copy of his family haveli in the village. However, Namaste Dwaar successfully manages a perfect balance between rural warmth and modern expectations which makes this place a popular choice for families and corporate guests.

Amenities with aesthetics

The huge event halls, conference and meeting rooms, lawns with every state of art facility makes it perfect and an effortless venue for big family functions, weddings and corporate retreats and gatherings. There are 45 rooms in this property including villas, suites and premium rooms (some of which are also pet-friendly). Each room is designed on a theme of a state and its artwork, representing aesthetics unique for each

and alluring for a staying person.

Making it click

Hospitality is a risky business and ROI is always a concern. Making a new stop-over destination is both alluring and challenging. So, Rathi ensured that this place gets its share of limelight and that's how the first Starbucks, McDonald's in this region came in which was not in the map of any big brands. It is not uncommon to build food courts and motels on the highways to attract travelers and make for a positive revenue model that attracts families and corporates alike. Rathi says, "We brought positive vibes for people here— popular brands like Naivedyam, Starbucks, Haldiram's ensured people stopped and took notice of the proposition we were presenting. Making this property on a busy and rustic highway was a fresh idea, though a tough, daunting task." However, there's a connect with people evident as Namaste Dwaar gets packed with events and weddings during the entire winter season. It employs lots of locals, for property maintenance and to promote rural crafts. It has set a benchmark for future projects to be more thoughtful where modernity can match the rural soul—something which travelers are eager to explore while they plan for their intermittent breaks from busy lifestyle. ■

An advertisement for Bharat Glass & Crockeries. At the top, the logo features a blue bowl icon above the word 'BHARAT' in a stylized font, with 'GLASS & CROCKERIES' below it and 'Since 1959' in smaller text. The background is a blurred image of a kitchen. Three diamond-shaped inset images show: 1) a plate of fresh vegetables, 2) a black blender with a red lid, and 3) a display of various glassware and crockeries. Below the images, the text reads 'ONE STOP SOLUTION FOR ALL COMMERCIAL USE KITCHENWARE, GLASSWARE, CUTLERY & CROCKERIES!'. At the bottom, it provides contact information: '+91 95919 93399', 'www.bharat-glass.com', and '7th Mile, A.M Industrial Estate', along with a QR code.

Food experiences should be good memories

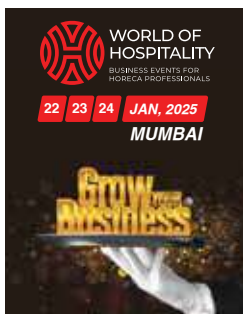
A chef has to constantly keep learning the craft of preparing food and touching the souls of diners. **Tushar Malkani**, Chef Incharge, The Yellow House, Anjuna Goa – IHCL SeleQtions talks about his experiences and moments he can never forget while he continues to strive toward creating lifetime memories for his guests through food

BY SANJIV R

Being a chef means bringing dynamism to what you do everything to direct a kitchen to organization's goal. Tell us about your approach to cooking and managing Taj SeleQtions' F&B brand.

Being a chef was my dream when I pre-opened this SeleQtions property in Goa. It was the only such property and the ethos of this property was Goan cuisine and European cuisine. I have stuck to my basics to the local food by incorporating ghar ka khana and ghar ka nashta. So from breakfast to your main courses, all the meals have components and inspirations from Goan cuisine, keeping the brand standards in mind. For this Causeway, we have also hired a local lady chef, for whom it's a second profession and she has guided the team of professional chefs to keep the traditional cooking methods,

using traditional ingredients and techniques to prepare these dishes. And the



main example of this is the thali that is basically the traditional Goan thali comprising about 32 components, which we are serving at this property.

Also, Botequim is the Portuguese word for bar which is the lounge bar at this property. The whole concept behind this bar is Goan tapas food that offers curated cocktail stories using local ingredients like fenni and urak (made with cashew fruit and distilled to clear liquid). So keeping in mind the ethos at the SeleQtions, we have curated a unique experience for F&B, including dining

under the stars. We host our hi-tea in the evening keeping in mind that traditional Goan recipes and dishes. That's what made us unique. Furthermore, we have curated an IHCL SeleQtions book of recipes where the guests come in, write their mother recipes, and cook along with our chefs. I try to make their entire experience like a good memory. The next step, what we have taken is known as memories on a plate—which is basically creating unique dining

“

We have curated an IHCL SeleQtions book of recipes where the guests come in, write their mother recipes, and cook along with our chefs. I try to make their entire experience like a good memory

experiences with curated menus as per occasions at different locations of the hotel.

I have kept my approach very



who can come in and dine with us.

Tell us about the Guinness World Record that you created! How did it fall in place?

Well, Guinness Book of World Records came into place with the vision of my director – Chef. Sudhakar N Rao. The first attempt was made with the tallest edible cupcake tower which was

traditional keeping in mind the brand standards and the local culture. We are curating a lot for non-resident guests a well



eight stories tall. The next one was the tallest edible painting in the world which was made with 100% edible products like Marzipan and edible gel colours - about eight floors in height. The next one was the highest number of breads in the world i.e., out of 416 breads, about 382 was selected that created the record.

The other one was 32 feet 3D map of India with more than 500 dishes that were on display from different parts and regions of India, which created a record. The last one, which we did was the tallest millet chef cap which created a lot of buzz. So the entire credit goes to the Culinary Academy of India team and especially my mentor, my guru – Chef Rao, who started the academy.

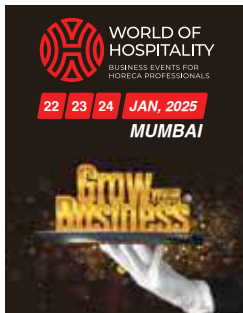
Getting a name in the Guinness book is a dream to everyone. But making it true requires a lot of dedication. To work towards it, one

has to curate unique concepts which creates the buzz. Interestingly, all my records have been with the Culinary Academy of India team. It's an honour that my director included me and made me a part of these records and

also the man behind my dreams who made me what I am today. I am indebted to Chef. Rao for making this happen.

Your goal in the next five years...

My goal in the next 5 years is to achieve my own set of restaurants. That's my vision - to fulfil my father's dream, who left me 25 years ago. Having travelled around the globe, learning different cuisines, learning different cultures, I feel being an entrepreneur is what I see myself as in the coming years. I want to make a mark in the culinary field with my knowledge and expertise, and create a difference. ■



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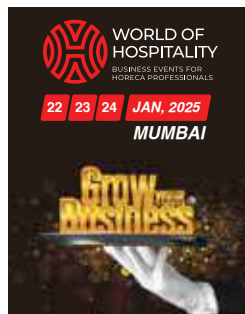
Continuous innovation in product design

Ravinder Sehrawat, Director, Hatco Foodservice Equipment India, shares insights on how the brand has focused on improving efficiency, reliability, and profitability in a competitive market

Hatco has been a leader in the food service equipment industry since 1950. Known for our innovative and high-quality products, Hatco focuses on improving efficiency, reliability, and profitability for its customers. We offer a wide range of products specifically designed to meet the needs of the Horeca segment. Some of the key equipment includes toasters, decorative lamps, induction ranges, waffle makers, Glo-Ray Heated shelves, holding cabinets, Heated display cases, Strip heaters etc. For complete offerings, one can visit www.hatcocorp.com. Our website is very interactive, and you can do a variety of stuff like design and build a lamp etc.

Our equipment is built to withstand the rigours of the food service industry, ensuring long-lasting performance. We invest a lot in continuous innovation in product design and technology to meet the ever-evolving

needs of the industry. The core of our business is best-in-class equipment supported by best-in-class service, we say, 'Service before sales' and we live



by it. We do a lot of technical training in the Indian market to educate our service partners and dealers and maintain spare inventory at our warehouse in India.

What are the current trends in the food service equipment transforming the sector?

The food service equipment industry is undergoing significant transformations driven by various trends at a fast pace. It is embracing smart technology with innovations like automated intelligent cooking equipment that can be remotely

programmed, monitor temperatures, and notify for maintenance, optimising efficiency and reducing downtime. Sustainability is at the forefront with the rise of on-site composting, recycling, and energy-efficient appliances to minimise waste and operational costs.

In urban settings where space is limited, multi-functional, space-saving equipment, such as combi ovens and compact induction cooktops, offers versatility and flexibility. Enhancing the customer experience, interactive cooking at tableside and visually appealing displays are becoming popular. Health and safety improvements include advanced ventilation and hygiene-focused designs like touchless dispensers. Customisation trends also reflect globalisation, with demand for specialised equipment for cross-cultural cuisine and customisable decorative lamps for restaurant ambience.

What role does advanced service equipment play in staying ahead of the culinary curve?

Advanced service equipment is crucial for food service businesses to stay competitive by enhancing efficiency, quality, and innovation. Automated cooking systems and multi-functional devices improve speed and consistency, even with less experienced staff. Smart technology enables remote monitoring, while energy-efficient designs reduce power consumption. Advanced equipment ensures precise temperature control, maintaining food safety and quality. Hygiene is supported by self-cleaning features and antimicrobial coatings. Flexible equipment like high-speed salamanders and hot/cold shelves allow businesses to adapt quickly. Labour-saving innovations reduce the need for extensive training, helping streamline operations and cut

costs in a challenging labour market.

How are you innovating as a brand towards food safety and quality preservation?

Hatco leads the food service equipment industry with innovations in food safety and quality preservation. Our advanced heating and holding solutions, like heated cabinets and hot/cold wells, ensure optimal temperatures for extended periods, preventing bacterial growth. Precision cooking equipment, such as induction cooktops with programmable presets and sensor technology delivers consistent results and maintains food safety. Hatco's user-friendly, energy-efficient designs, make it easier for staff to operate equipment correctly, ensuring that food is prepared and stored safely. These innovations enable food service businesses to provide safe, high-quality meals while reducing costs and energy usage. ■

Royal Orchid Hotels upgrades to Hotelogix to take 100+ properties to the cloud

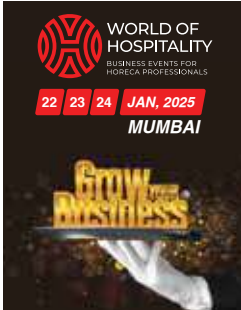
IWOH News

HOTELOGIX, A GLOBALLY LEADING cloud-based hospitality technology provider, said India's Royal Orchid Hotels (ROHL) has adopted its multi-property management system. Hotelogix's comprehensive platform enables ROHL to standardise processes across their properties and gain centralised control over their operations, - helping them drive growth strategies and enhance guest experience and loyalty.

Established in 2001 and headquartered in Bengaluru, Royal Orchid Hotels is one of India's rapidly expanding group hospitality brands. With a robust portfolio of 100+ properties, 5900+ villas and cottages, and 170+ restaurants in 65+ locations across India, Sri Lanka, and Nepal, the group is known for delivering unparalleled experiences to its guests. It offers a diverse range of accommodation

options, including business hotels, leisure hotels, long-stay suites, and inns, to ensure every guest finds their perfect stay. Whether in bustling metro cities, serene holiday destinations, sacred pilgrimage sites, or exotic wildlife parks, the group's properties offer an oasis of relaxation. The group is eyeing significant expansion and plans for 25-30 new hotels and a new brand for 5-star marquee hotels this year.

"Keeping our rapid growth, vast service levels, and changing business dynamics in mind, we are reimagining the digitisation strategy for our brand and business. We are pleased to upgrade to Hotelogix Cloud platform that is comprehensive enough to be at the core of our operations. We are now in the process of centralising everything from our corporate office to implement and monitor brand standards while efficiently managing operations and serving guests better," said Arjun Baljee, President of Royal Orchid Hotels. ■



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Revolutionising Hospitality with Energy-Efficient Refrigeration Solutions

Elanpro, a leader in product innovation continues to push boundaries to deliver new solutions. **Sanjay Jain**, Director, Elanpro speaks about the recent launches by Elanpro focusing on efficiency and energy

What are the company's recent launches for the hospitality industry?

The hospitality industry has always inspired innovation for us at Elanpro, pushing us to develop solutions that not only meet but exceed the needs of hotels, restaurants, and bars. This year, I'm excited about several groundbreaking products we've launched. One of our biggest breakthroughs in 2024 is India's first Reach-in Freezer with Inverter Technology. Unlike traditional compressors, this freezer adjusts compressor speed to match cooling demand, reducing energy use and lowering electricity bills. I'm also proud of our new under counters with a 'pass-through double door' feature, allowing chefs to access food from both sides, which boosts efficiency in fast-paced kitchens.

To cater to the bar segment, especially craft cocktail bars and upscale restaurants, we introduced reliable Ice Machines for

perfectly chilled drinks, along with back bars, beer towers, kegerators, and wine coolers. Our frosted beer towers are particularly



exciting, enhancing both the taste and presentation of brewed beer. These launches reflect our dedication to delivering innovative, high-quality refrigeration solutions to the hospitality industry.

What are the upcoming plans of the company?

Growth has always been a key focus for us, and we're currently gearing up for an exciting announcement that we can't wait to share. While I can't dive into the details just yet, I can say it's something we're incredibly excited about, and we know it's going

make a big impact in the industry. Apart from that, we are actively building on our momentum of innovation. After achieving a record revenue of Rs. 240 crores in the last fiscal, we have implemented a strategy encompassing a new lineup of products, technology partnerships and enhanced customer focus which will drive substantial sales and continue our growth trajectory in the current financial year. We're also focused on broadening our regional presence. By enhancing our regional outreach efforts, we aim to establish a stronger foothold and build deeper connections across key areas, driving sustained growth and engagement.

What are the current trends in hospitality?

I've noticed the hospitality industry is really embracing eco-conscious trends. Businesses are actively looking for eco-friendly products that not only promise better

ROI but also show a strong commitment to sustainability, which is key to staying competitive. I'm also seeing a rise in specialized refrigeration systems, especially for farm-to-table setups and pour-by-glass wine displays. Compact, user-friendly systems with IoT integration for real-time monitoring of temperature, humidity, and energy use are becoming more popular. It's clear that these innovations are shaping the future as businesses adapt to shifting customer expectations.

How are you innovating as a brand towards food safety and quality preservation?

I can say, innovation is at the heart of how we ensure food safety and quality preservation. We truly believe in the key role we play in maintaining the safety and hygiene of food and beverages. By offering advanced refrigeration technology, we help businesses keep optimal storage temperatures, preventing spoilage and contamination.



Our products are designed with the highest safety standards—precise temperature control, strong insulation, and reliable performance—ensuring food quality from storage to service. This technology also helps meet strict HACCP and other food safety regulations.

For instance, our next-generation blast freezers enhance safety and reduce waste by providing exact temperature control during pre-storage. Our internationally patented Oran Fresh juicer redefines juice extraction with its hands-free design, delivering unmatched hygiene and cleanliness. Additionally, for hotels focused on food recycling, our Garbage Coolers are a game changer, helping convert waste into compost while maintaining hygiene standards.

We're committed to providing solutions that simplify compliance and ensure food safety. ■

A new era in hospitality as 5,000 hotels worldwide adopt WTTC's Hotel Sustainability Basics

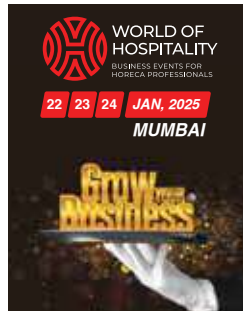
IWOH News

THE WORLD TRAVEL & TOURISM Council (WTTC) celebrates yet another milestone as over 5,000 properties across more than 80 countries including India, have now embraced its Hotel Sustainability Basics (Basics) programme.

Hotels in major destinations across Europe, Africa, the Americas and Asia-Pacific have adopted Basics, and the programme continues to receive global support with new partnerships in tourism powerhouses such as Japan, the Philippines and India.

Basics is also set to expand across India with support from WTTC Members - The Indian Hotels Company, Radisson India, WTTC India Initiative, Hotel Association of India and the country's leading online travel agency, MakeMyTrip.

Designed to guide hoteliers in their initial steps towards enhanced sustainability, Basics is an independent verification program, supervised by renowned assessors



Green Key and SGS, ensuring rigorous standards and credibility.

The programme empowers hotels of all sizes with a comprehensive 12-step criteria aimed at reducing carbon emissions, energy, water and waste management, and ensuring local communities benefit from hotel operations.

The verification scheme enables hotels and other tourist accommodation to be officially verified for meeting eight of the 12 criteria in the first year and demonstrate their commitment to working toward all 12 of the criteria by year three.

Leading hotel brands, including Jin Jiang, European giant Louvre Hotels Group, Choice Hotels, Radisson Hotel Group, and Accor have adopted Basics. ■

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As you know commercial kitchens require specialized equipment which needs to be designed ergonomically, manufactured with quality and tolerance, installed with expertise and serviced on time to keep downtime to a minimum.

With our 3 decades of experience serving the HoReCa industry help our partners set up their kitchens and get them running on time.

We have carved out a niche spot for ourselves with our no compromise to raw material quality, strict quality control procedures, and prompt after-sales service



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We bring dining innovation to tables

Dining and catering approaches have evolved and so has the way it is to be presented to diners by bringing uniqueness to kitchenware and tableware for perfect presentation. **Ashish M Shah**, MD, Rena India talks about company’s plan to deliver designs par excellence with its expansive collection

BY SANJIV R

The range of Rena Kutz products is extensive. In HoReCa, several companies have established their reputation in such a manner that their brand names are reminiscent of the particular category of product, like crockery/tableware or knives. How do you counter their strong presence to make your space? Rena sets itself apart with uniquely shaped designs and expansive collections that offer something for every taste. Unlike many brands, all our tableware lines are distinct, catering to a variety of styles. Our mono servers are particularly unique, and we provide larger, more diverse collections that bring innovation to the table.

In which direction do you see HoReCa business is heading toward that will lead to more demands of allied segment products? The industry is



increasingly focused on sustainability, minimalism, and unique dining experiences. This shift creates demand for products that are both functional and aesthetically distinctive, like our porcelain that’s hand painted.

Which segment is your focus and constitute the

maximum of your business area - kitchenware, hostware and bakeware?
We initially focused only on kitchenware and bakeware, particularly in

significant part of our growth.

How is your product differently unique?
Rena’s uniqueness comes from our innovative approach

Our plans are to continue designing more tableware lines while also providing our customers with kitchenware and bakeware

stainless steel, where we are still strong. However, we are rapidly expanding our tableware line, which has become a

to design. We create very distinctive shapes that stand out in the market, and our collections are larger and more

varied compared to others. Each tableware line tells a different story, like 'Harvest,' inspired by the natural cycle of crops. 'Amalfi' inspired by the Italian coast and 'Terrain' the vast savannahs. Our mono servers are one-of-a-kind, designed to provide both function and artistry in a single piece. The diversity in our collections ensures that there’s something for everyone, from minimalist to eclectic tastes.

Upcoming plans...
Our plans are to continue designing more tableware lines while also providing our customers with kitchenware and bakeware. It’s all about offering the full experience, from meal preparation to the dining table, ensuring every step is beautifully crafted and functional. From Prep to Presentation - India’s complete kitchen and dining range all in one place. ■



Indian Oil products increasing kitchen efficiency

With flexible LPG solutions, Indian Oil is ensuring the ease and efficiency of commercial kitchens.

Manoj Kumar Gupta, Executive Director & State Head, Delhi Haryana State Office, IOCL, recently spoke to IWOH News on the various range of products and their best usage



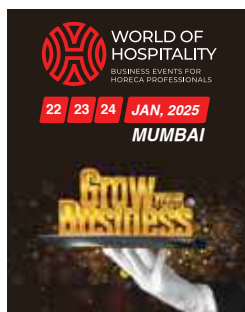
Can you give us an overview of IndianOil's latest innovations for the hospitality industry?

Certainly. We're excited about three key products that are making waves in the hospitality sector: Indane XTRATEJ, Chhotu, and Chhotu Master. Indane XTRATEJ is our premium LPG solution for commercial kitchens, Chhotu is a portable 5 kg cylinder for flexible use, and Chhotu Master is an innovative cooktop designed for safety and efficiency. Together, these products cater to diverse needs within the hospitality industry, from large hotels to food trucks.

What makes Indane XTRATEJ different from regular LPG? How does it benefit larger kitchens?

Indane XTRATEJ

is enhanced with a nano-additive developed by our R&D division. This results in three key



benefits: a minimum 5 per cent savings in LPG consumption, at least 14 per cent reduction in cooking time (particularly notable in pressure cooking), and an increase in flame temperature by a minimum of 65 degrees Celsius. These improvements can significantly impact a commercial kitchen's productivity. The faster cooking times increase kitchen productivity, which is crucial during peak hours. Additionally,

the higher flame temperature ensures more consistent cooking, helping maintain food quality standards. XTRATEJ is available in 19 kg, 47.5 kg, and 425 kg cylinders, allowing hotels to choose the most suitable option for their operations.

Can you tell us more about the Chhotu cylinder and its applications in the hospitality industry?

Chhotu is our 5 kg free trade LPG cylinder, designed for flexibility and convenience. It's particularly useful for catering businesses, food trucks, and pop-up restaurants. Chhotu doesn't require address proof for purchase, only identity proof, making it accessible to migrant workers or temporary setups. It's portable across cities and can be bought back at a fixed rate,

offering unparalleled flexibility for dynamic hospitality operations. It's also been approved by the LPG Equipment Research Centre and meets BIS Standard IS 11241. The design eliminates the need for a hose pipe or pressure regulator, reducing potential points of failure.

How does Chhotu Master contribute to energy efficiency in commercial kitchens?

Chhotu Master boasts over 68 per cent thermal efficiency, which is significantly high for a compact cooktop. This energy efficiency not only reduces operational costs but also aligns with the growing emphasis on sustainability in the hospitality industry. For businesses looking to reduce their carbon footprint without compromising on

performance, it is the best solution.

How do these products align with the changing needs of the modern hospitality industry?

The modern hospitality industry demands efficiency, cost-effectiveness, flexibility, and sustainability. Indane XTRATEJ addresses the need for reduced operational costs and increased productivity in large kitchens. Chhotu caters to the growing trends of pop-up restaurants, food trucks, and the need for portable cooking solutions. Chhotu Master combines safety with efficiency, suitable for various settings. Together, these products offer solutions for diverse operations within the industry, from established hotels to emerging mobile food businesses. ■

We aim to set new standards of excellence and sustainability

Antarctica Equipment, an intergenerational company owned by the Mittal family, boasts over 34 years of experience in the Indian temperature-controlled food display equipment industry.

Gaurav Mittal, Director and CEO of Antarctica Equipment talks about the company's customer-centric approach to offer customisable solutions.

BY SUCHITRA CHANDA



How Antarctica Equipment is positioned in the Indian foodservice industry market?

Renowned for our reputation, innovative technology, and customisation capabilities, we are the top choice for food retail outlets of all sizes in India and abroad.

Our goal is to be recognised as India's leading partner in this market. Our partnerships with globally esteemed companies such as Future Products Group (FPG) from New Zealand, Ifi S.p.A from Italy, Valmar Global, and GEMM srl reflect our commitment to providing cutting-edge, high-quality solutions built to last. We aim to inspire the industry and set new standards of excellence and sustainability.

Unique proposition that differentiates the company?

Our unwavering commitment to



customer satisfaction sets us apart. We pride ourselves on being industry trendsetters, delivering cutting-edge technology and exceptional post-sales service that ensures equipment longevity and maximised uptime. Operating with the highest ethical standards, we build trust and foster long-term relationships with our clients.



HoReCa industry demands for food display equipment?

The HoReCa industry's demands for food display equipment have shifted due to rising real estate costs, climate unpredictability, and rapid industry growth. Key requirements are versatility, compact design, custom openings, temperature zoning, ergonomics & comfort, and compliance & sustainability, among many others.

These trends highlight the need for innovative, flexible, and sustainable display solutions in the HoReCa sector.

Upcoming plans...?

We plan to expand our team, enhance our distributor network, strengthen our technical team, and look for ways and means to reach our customers more effectively. Another key focus this year is to strengthen our presence in the ice cream industry, supermarkets, QSR, and convenience stores to drive growth.

Working with companies that lead in cutting-edge technology, we are thrilled to introduce several exciting new products from our partners—

FPG: Visair series are cleverly designed innovative solutions for c-store and supermarket environments that come in 3 variants: refrigerated, heated, and dual zone.

Ifi S.p.A.: Tonda is the first ever round, rotating display case in history from today that now redefines gestures of taste in the world of gelato.

Milia, put your

creations in the spotlight. A display that helps you present your Gelato and Pastry creations with unparalleled elegance.

VALMAR GLOBAL: We bring the new Easy TTi hot and cool combi-system, Dosy 3 dosing machine, and Valmix 20 multifunction emulsifier, enhancing ice cream and gastro product processing.

GEMM srl: Introducing the New Runner series, advanced blast freezers that preserve the freshness of food with maximum hygiene and flexibility: these appliances allow professionals to manage the production process and avoid waste of food, offering considerable advantages in terms of time and cost reduction.

These products reflect our commitment to innovation and excellence in the industry. ■



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7  Aluminium Pawali (Drum)	8  Aluminium Idli & Dhokla Cooker	9  Aluminium Masala Peti	10  Aluminium Storage Dabba	11  Aluminium Oval Tub	12  Aluminium Welded Tope

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25  St. Steel Masala Peti	26  St. Steel Stool & Chair	27  St. Steel Mawa Threader	28  Glass Type Box Type	29  St. Steel Mithai Cutter	30  St. Steel Pallet
31  St. Steel Drum	32  St. Steel Pawali	33  St. Steel 3 Burner Gas Range	34  SS Single Burner Gas Range	35  SS Single Burner Gas Range	36  St. Steel Deep Fat Fryer
37  SS Multi Functional Trolley	38  SS Goods Transport Trolley	39  St. Steel Onion Potato Trolley	40  St. Steel Serving Trolley	41  St. Steel Service Table	42  St. Steel Pizza Baking Oven
43  SS Commercial Refrigerator	44  St. Steel Table Top Refrigerator	45  SS Milk Cooler (Refrigerator)	46  St. Steel Water Cooler	47  St. Steel Display Counter	48  St. Steel Sandwich Griller
49  SS Commercial Pot Rack & Rack	50  SS Tray Racking Trolley	51  St. Steel Tray Racking Trolley	52  St. Steel Tray Racking Almira	53  SS Big Tray Racking Trolley	54  St. Steel Sink Unit (Basin)

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Delhi Contact No.: +91 93502 08367 ❖ E-mail : karishmametal@gmail.com ❖ Website : www. karishmametal.com



We focus on sustainability and strong network

Harshal Ganjawalla | Director, Hospitality Appliances (MGPRO)

Hospitality Appliances (MGPRO) has been a leader in the commercial refrigeration and kitchen equipment industry in India for over four decades. Our deep understanding of the market, combined with extensive experience, enables us to deliver solutions that are precisely tailored to the unique needs of our clients.

What truly sets us apart from our competitors is a strategic combination of high-quality products, customised solutions, innovative technology,



exceptional service, sustainability focus and strong network. This combination of expertise, innovation, and commitment to excellence allows

MGPRO to maintain its position as a trusted partner in the food service and hospitality industry.

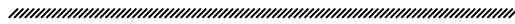
Commitment to deliver quality
Many entrepreneurs invest significant time in perfecting their product or service, yet often overlook a crucial aspect of long-term success: building and nurturing client relationships. While attracting clients is

can be just as important as new client acquisition, if not more.

Brand range and reach
MGPRO offers a comprehensive range of equipment specifically designed for the hospitality and food service industry. While summarising all our solutions may be challenging, I'd like to highlight one of our most innovative offerings: the Front of House (FOH) series of refrigerated equipment. Available in a variety of vibrant colors and finishes, this series integrates cutting-edge smart technology, including WIFI-connected devices, to enhance both functionality and aesthetics.

In addition to our domestic reach, MGPRO supplies equipment through our trusted channel partners to projects in Bahrain, Saudi Arabia, Sri Lanka, Nepal, and across various African countries. Our commitment doesn't end at delivery—our robust after-sales support and maintenance services ensure that clients receive timely assistance and

MGPRO offers a comprehensive range of equipment specifically designed for the hospitality and food service industry



important, sustaining and growing these relationships is equally vital and requires a different approach altogether.

Repeat business, revenue stability, referrals and positive reviews are critical to us. Happy clients naturally become brand advocates, generating referrals and leaving positive reviews that bolster your reputation and attract new business.

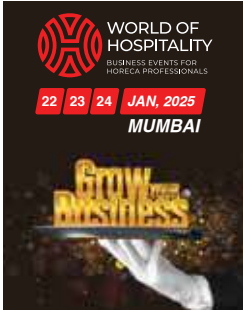
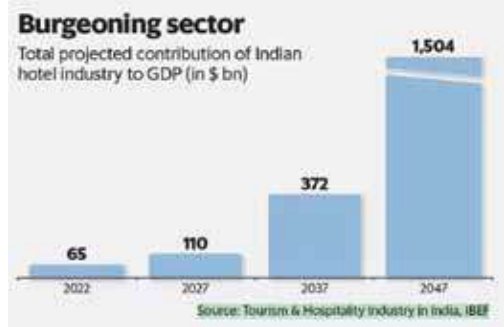
In today's competitive landscape, focusing on client retention



easy access to spare parts. Our dedicated support team is focused on helping

refrigeration systems powered by R290 refrigerant gases. These 100% natural, environmentally friendly gases offer zero Ozone Depleting Potential (ODP) and zero Global Warming Potential (GWP), making them a sustainable choice

units in hotels and restaurants that operate 24/7 year-round. This technology ensures significantly lower operational costs, offering a sustainable and cost-effective solution for businesses in the hospitality sector.



clients maximize the lifespan and performance of their equipment, making MGPRO a long-term partner in their success.

Plans ahead...
At MGPRO, we are excited to soon begin rolling out

We have envisioned MGPRO to be a company that would prioritise quality, innovation, and customer satisfaction



for the industry. In addition, R290 systems are highly energy-efficient, which is crucial for refrigeration

As per various reports that have been published via various news mediums, that Indian hotel and restaurant

industry is likely to see massive growth in the coming years (as indicated in the graph; source: IBEF).

Our long-term goals for MG PRO are centered on:

- Industry Leadership and Innovation
- Sustainability and Environmental Responsibility
- Global Expansion
- Customer-Centric

Focus and satisfaction We have envisioned MGPRO to be a company that would prioritise quality, innovation, and customer satisfaction. Our goal is to create a brand that consultants and channel partners could trust to deliver the best equipment and services for the end clients. ■

Industry News

JW Marriott Kolkata hosts 'Seoul Meets Spirits'

IWOH News

JW MARRIOTT KOLKATA has announced an exclusive bar takeover by Yeonghwi Yun, Co-Owner and Bartender of Bar Cham, Seoul. Ranked #20 in Asia's 50 Best Bars 2024, Bar Cham is celebrated for its modern Korean mixology, masterfully blending Korean tradition with contemporary cocktail artistry. The Bar at JW Marriott Kolkata will host the event, "Seoul Meets Spirits", offering patrons a unique chance to experience Seoul's vibrant cocktail culture in the heart of Kolkata.

Spearheaded by Yeonghwi Yun, the bar has redefined mixology by integrating local Korean ingredients and flavours into signature drinks. This event will allow Kolkata's cocktail enthusiasts to indulge in some of Bar Cham's renowned creations, showcasing the essence of Korean craftsmanship in every sip.

This bar takeover presents a unique fusion of cultures, as Korean traditions meet Kolkata's vibrant nightlife. The Bar will be transformed to reflect the energy and elegance of Seoul,

General Manager Sunil Kumar said, expressing his excitement about this collaboration, "We are delighted to collaborate with Bar Cham for this unique bar takeover. It is an exceptional opportunity to bring one of Asia's best



bars to Kolkata. The Korean-inspired cocktails paired with the outstanding hospitality of JW Marriott Kolkata will make for an unforgettable evening for our guests." ■

EICA wants to promote local cuisines globally

To promote local cuisine, culinary tourism, develop local ingredients into its cuisine and promote them globally led **Chef Abhiru Biswas**, President of Eastern India Culinary Association (EICA), along with his industry colleagues establish this association. He talks about EICA's latest developments, to be formally launched in November 2024 in Kolkata, which is the latest kid on the Indian culinary association map

BY SANJIV R



Primary thoughts to establish this association?

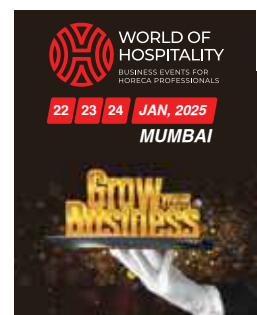
Our primary thought has been to promote local cuisine, culinary tourism, develop local ingredients and take our zones culinary offerings to the world. We want to motivate the young generation by educating budding culinary professionals, catering students and other professionals related to the Food & Beverage industry. This association will bring together chefs from the rural areas of bigger states, north-east small states and the chefs from Andaman & Nicobar / seven

sisters Islands to develop the environment where these chefs can prove to be fearless of presenting their talent globally, and many more. The

“

We want to motivate the young generation by educating budding culinary professionals, catering students and other professionals related to the Food & Beverage industry

association also aims to foster educational programmes with seminars, lectures and demonstrations by professional chefs of the region. This



will help empower members of the food community, food critics with professionalism and it will provide educational



PRESIDING MEMBERS OF EICA



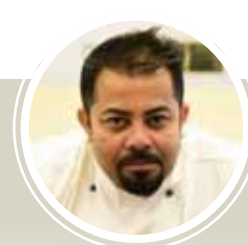
Chef Abhiru Biswas
PRESIDENT



Chef Sumanta Chakrabarti
VICE PRESIDENT



Chef Sandeep Pandey
GENERAL SECRETARY



Ranganath Mukherjee
TREASURER

opportunities, networking, and certifications.

In order to foster integrity, cooperation and understanding through public service, student outreach, engaging programmes, we plan to execute knowledge sessions on technological innovation and real-life experiences. We really want to create technological innovations through real-life experiences that enable an inspirational impact on our fraternity.

Tell us about its current state as you plan to formally launch this association soon.

Currently, we have 11 Executive Body members, and 30+ professional members, who are knowledgeable and skilled professionals from different hospitality segments like hotels, restaurant, food technology, food & beverages curator,

and also from tourism background.

The guidance from senior industry professionals from different departments who have served industry for more

“

In order to foster integrity, cooperation and understanding through public service, student outreach, engaging programmes, we plan to execute knowledge sessions on technological innovation and real-life experiences

than 10 decades will be its key USP. We are partnering with leading bodies in the country to promote hospitality i.e., IFCA, WCA, and the Ministry of Tourism (Govt. of India).

How can this association help young gen chefs get employment in eastern and other parts of the country?



With the help of our association mentors, we shall help place the new graduates in appropriate industry according to their skillsets and knowledge. The association will take keen interest to guide the young professionals on appropriate employers, support them to start-up business voluntarily and offer proper

supervision so as not to get exploited/abused in workplaces.

Opportunities for eastern India's hospitality sector?

As this association aims at becoming a pioneering one to the Eastern India culinary scene, as a legal part, we need to reach to each and every professional through different establishments, and build confidence for the new members.

Immediate goals you have set for EICA...

Our team has to frequently reach the different societies in regional territory with our internal support. We want to invite professionals from different sectors of hospitality to join and contribute, and facilitate exchange of ideas, spread co-operation and raise the standards of culinary art among chefs in the eastern parts of India. ■



Postcard Travel Club, CGH Earth collaborate to champion Conscious Luxury Travel

POSTCARD TRAVEL CLUB, AN inclusive community of conscious luxury travellers, travel designers, storytellers, and boutique properties advancing responsible tourism, has collaborated with CGH Earth and onboards 20 boutique properties on the Postcard Travel Club platform. These properties are a collection of unique, experience-driven hotels and resorts across Southern India that advance responsible tourism. This collaboration further enhances their commitment to environmental sustainability, community engagement, and conscious travel practices.

Commenting on the collaboration, Amit Jaipura, Founder and CEO of Postcard Travel Club, said, “Postcard Travel Club is delighted to announce a new alliance with CGH Earth as we advance our mission of bringing together all stakeholders in conscious luxury travel. This collaboration marks a significant milestone in our journey and brings us closer to our goal of onboarding 500+ partners in 50+ countries by the end of 2024.”

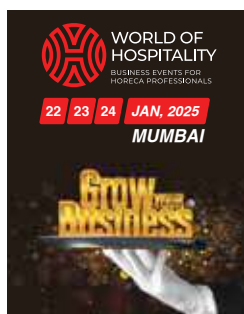
The partnership also allows Postcard members to experience transformative travel with CGH Earth’s properties known for their deep-rooted connection to the local community and environment.

“CGH Earth is about the transformative power of travel that nurtures and respects the environment, community,

and culture. We are proud to partner with Postcard Travel Club and further amplify our shared belief in responsible tourism,” added Shilendran M, Vice President Sales, CGH Earth.

Publishing the property profiles and unique experiences on the Postcard platform as part of the collaboration, the brand has onboarded distinctive properties under the CGH Earth group like Spice Village Resort, Coconut Lagoon Resort, Merari Beach Resort, and Lockhart Bungalow, among others. Unique adventures such as the backwaters of Kerala, wellness retreats in eco-sensitive zones, and heritage stays in culturally rich locales will offer Postcard members a chance to connect deeply with the destinations. Every CGH Earth experience rests on certain fundamental planet-sensitive practices, such as conserving resources, minimizing waste, and preserving local traditions and biodiversity.

Postcard Travel Club also recently launched its new website that gives an immersive and gamified experience its patrons and discerning travellers. Additionally, the brand also launched a “Postcard Search Engine,” a unique interests-based search engine that helps conscious luxury travellers find immersive experiences and boutique properties that match their personal interests and values. ■



BeeYoung Craft Beer wins Double Silver at the World Beer Awards 2024

IWOH News

BEEYOUNG, INDIA'S FIRST crafted strong beer, has made history by winning two Silver awards at the World Beer Awards 2024, a testament to its exceptional quality and craftsmanship, alongside the prestigious Gold medal at the Asia Beer Challenge, the largest beer competition in Asia. The brand secured Silver in the Tasting (Strong Lager) category at the World Beer Awards, showcasing its superior craft in the strong beer segment, and another Silver in the Bottle Design category, reflecting its excellence in design innovation. Notably, BeeYoung is the only Indian beer brand to win awards in both taste and design categories at the World Beer Awards, solidifying its distinction in packaging aesthetics and



placing it among the world's finest beers. The award-winning bottle design sets new standards in craft beer packaging, showcasing the brand's ability to balance form and function, making it a standout on the shelves.

"We are thrilled and honoured to have received these awards at the Asia Beer Challenge and the World Beer Awards 2024," said Abhinav Jindal, Founder and CEO of Kimaya Himalayan Beverages, the parent company of BeeYoung Beer. "This recognition highlights our unwavering commitment to quality and innovation in crafting exceptional beers."

With the launch of BeeYoung's microbrewery - BeeYoung Brewgarden, in South Delhi, and its rapid expansion across five northern states of India, the brand is leading the way for Indian craft beer on the international stage. The double Silver win at the World Beer Awards 2024 and the Gold at the Asia Beer Challenge further cemented Beeyoung's position as a leader in the craft beer movement and a proud ambassador for Indian brewing excellence. ■



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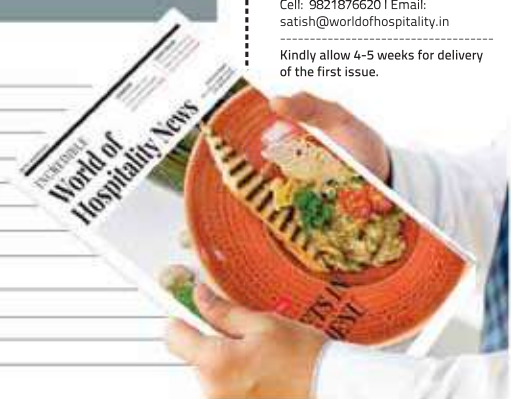
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WRAPPING UP WITH VERSATILITY

In today's fast-paced world, maintaining impeccable hygiene standards and ensuring convenience are paramount. Buzil Rossari Pvt. Ltd. takes pride in presenting its Freshee, a brand that offers a wide range of fresh essential products that offer hygiene and convenience. With a strong commitment to quality and customer satisfaction, Freshee has quickly become a trusted choice for individuals and businesses alike—both in India and in the global market.

Unveiling the versatility of Freshee

Freshee boasts an extensive product line, specifically designed to cater to diverse Freshness hygiene and convenience needs. Let us explore some of their standout offerings.

Tissue Paper

Products: Freshee's tissue paper products, including facial tissues, toilet tissues, kitchen rolls, M fold, pocket tissue and napkins are crafted with utmost care to provide softness, strength, and absorbency. It offers a touch of luxury while ensuring superior hygiene and are certified for skin friendliness.

Baking Paper: Freshee's baking paper (Parchment paper) is a baker's best friend, offering a non-stick food grade both sides silicone coated surface that is ideally suited for baking withstanding up to 220° Celsius. It eliminates the need for oil or lining sprays, resulting in healthier and mess-free baking experiences.

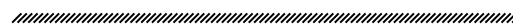
Cling Wraps: Freshee's cling film wraps are designed to keep your food fresh and protected. With excellent cling properties

and easy-to-use features, these wraps provide a reliable barrier against contamination and maintain the flavor and quality of your food.

Aluminium Foil:

e.g. wide width foil (450mm), thickness of 11-micron standard plus 14 microns and 18 microns, small SKUs to Large SKUs suiting HORECA/ Institutional requirements.

With a strong commitment to quality and customer satisfaction, Freshee has quickly become a trusted choice for individuals and businesses alike—both in India and in the global market



Freshee's aluminum foil is a versatile kitchen essential that offers Food Grade and excellent Bacteria Protection and backed with all Quality certifications, going beyond the mandatory. It is perfect for wrapping, storing, and cooking food, ensuring optimal freshness and preserving flavors. It has a wide range of SKUs that even takes care of niche segments,

Aluminium Containers: Freshee extends its product range to include a range of Freshee aluminum containers that provide convenience and practicality for various storage needs. These products are Food Grade making them ideal for meal prep, leftovers, and on-the-go convenience.

Commitment to Quality and Sustainability:

Freshee not only prioritises hygiene and convenience but also places great emphasis on quality and sustainability. The products are crafted with the highest standards, ensuring reliability and durability. Freshee products are manufactured in SMETA audited ISO certified plant and possess all Quality Certifications (Food Grade, Bacteria Resistance, BIS, BRC, FDA and PFAS, REACH etc.) going beyond the mandatory, a rarity in the industry. Additionally, Freshee actively promotes eco-friendly practices by utilising sustainable materials and packaging, reducing environmental impact without compromising on performance.

Freshee's new product category on the anvil, soon to be launched is Bagasse Tableware and takeaway food packaging solutions. ■

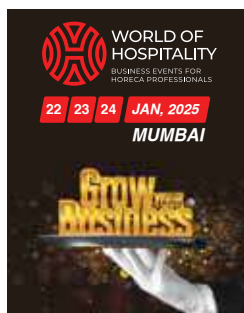


FCIC national edition spotlights importance on sustainability and innovation

IWOH News

THE NATIONAL EDITION OF the Food Connoisseurs India Convention 2024, held on September 11 and 12 in New Delhi, attracted over 4,000 attendees, 25+ exhibitors, 70 esteemed speakers and 1,000+ HoReCa brands. Over 230+ awards were presented at this event, celebrating outstanding achievements across various categories.

The event was supported by the Federation of Hotel & Restaurant Associations of India (FHRAI) and the Indian Culinary Forum as supporting association, along with KAAPI Machines as 'Coffee Innovation Partner'



and On2Cook, the world's fastest cooking device as 'Cooking Innovation Partner'. It was attended by a diverse audience, including industry leaders, chefs, restaurateurs, and food enthusiasts, all eager to explore the latest trends and innovations in the Indian food and beverage landscape. The two-day event featured over 20 insightful panel discussions, and keynote speeches on a range of topics, from sustainable food practices to culinary technology.

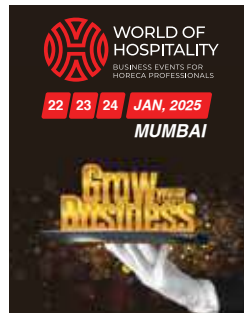
Chef Manjit Gill, President, IFCA; Managing Director, Eco Green Hospitality, gave a keynote address on 'Building a Legacy: Transforming Culinary Arts and Innovation for Long-Term Success', where he highlighted

the vital connection between culinary passion and innovation. Attendees also had the opportunity to network at the prestigious Food Connoisseurs India Awards. Overall, the convention provided a valuable platform for professionals to connect, learn, and be inspired, solidifying its position as a must-attend event for the Indian food and beverage industry. The Food Connoisseurs India Awards 2024 was also held during the convention, recognising outstanding achievements in the F&B industry and celebrating India's dynamic and continuously evolving food culture, celebrating excellence in the Indian Food & Beverage industry.

Other prominent names amongst the speakers include Padma Shri Awardee Dr. Pushpesh Pant, Chef Kunal Kapur, Celebrity Chef, Restaurateur, TV Personality, Chef Davinder Kumar, Executive Chef & Vice President, Le Meridien Hotel, New Delhi & President, Indian Culinary Forum, Yangdup Lama, Partner, Drinks India Company Co-Founder, Barkeepers LLP Sidecar Bar Co-Founder/ Director, Cocktails & Dreams, SPEAKEASY 30 Best Bars India, Anjan Chatterjee, Founder, Speciality Restaurants Limited, Sandesh Reddy, Founder, Bread and Butter and Co., Kazem Samandari, Executive Chairman, L'Opera, Chef Abhijit Saha, Restaurateur, Food & Beverage Consultant, Oenophile And Author Chef-Owner - LYFE, Farm To Fork Restaurant, Bangalore, Chef Chalapathi Rao, Cuisine Designer & Partner - Simply South, MasterChef India (Telugu) Judge, TEDx Speaker, A.K. Singh, Director, FHRAI Institute of Hospitality Management, Parthiv Patel, CEO & Co-Founder, Petpooja, Merrill Pereyra, Managing Director, Pizza Hut India Subcontinent, Avinash Kant Kumar, President, Jubilant FoodWorks Ltd., Eshwar K Vikas, Co-founder & CEO, Mukunda Foods, Rahul Narvekar, Founder CEO, The India Network, Startup Studio & India Angel Fund, Chef Montu Saini,



Executive Chef - ITDC- Parliament House, Sr. Executive Chef - President's Secretariat (June 2015 - August 2020), Former Member To Le Club Des Chefs Des Chefs (CCC) (Since June 2015), CCC - Club of Personal Chefs Of Heads Of States & The World's Most Exclusive Gastronomic Society, Gurmeet Singh Ahluwalia, Founder, Sandoz Restaurants Private Limited , Tarak Bhattacharya, Executive Director & CEO, Mad Over Donuts; Dheeraj Gupta, Founder and MD, Jumboking; Chef Harpawan Singh Kapoor, Corporate Chef & Culinary Head, ITC Food Tech Business; Teja Chekuri, Founder, Full Stack Ventures, Chef Vineet Manocha, President - Culinary, Bikaji Foods International Ltd.; Shikha Nath, Culinary Director, Charcoal Concepts (Copper Chimney, Bombay Brasserie); Akash Kalra, Managing Director, United Group, Prit Sanghvi, COO & Co-Founder, Reelo, Chef Rakesh Sethi, Corporate Executive Chef, Operations, South Asia, Radisson Hotel Group, Shivnayan Aggarwal, Market Transformation Manager, Roundtable on Sustainable Palm Oil (RSPO). ■



Movements

The Fern Goregaon



● The Fern Goregaon recently announced the appointment of **Nandan Gawde** as the new Food and Beverage Manager. With over 12 years of comprehensive experience in the food and beverage sector, Gawde is poised to bring a fresh perspective and enhanced service excellence to the hotel's dining offerings. A graduate of IHM Guwahati, with a B.Sc. in Hotel and Hospitality Administration, Gawde's career spans leadership roles at esteemed properties including ITC Maratha Hotel, The Deltin Daman, and Holiday Inn Mumbai International Airport.

Fortune Hotels



● Fortune Hotels, a member of ITC's hotel group, recently announced the appointment of **Rajesh Nath** as the new Head of Sales and Marketing. With more than 30 years of comprehensive expertise in hospitality sales, Nath is poised to take up a critical role in guiding the brand through its next phase of growth and establishing it as a leader in the market. Started as a Management Trainee to being the Head of Sales-South Region with ITC Hotels, Nath has sketched a successful journey marked with his outstanding leadership skill and strategic vision within an intensely competitive landscape.

Mirah Hospitality



● Mirah Hospitality, the group behind acclaimed restaurant chains such as Bayroute, Hitchki, Rajdhani, and more, recently announced the appointment of **Abheet Singh Bagga** as their Head of Brand and Marketing. In his new role, Bagga will lead the brand and marketing strategy for all of Mirah Hospitality's brands across India and Dubai, including Hitchki, Bayroute, The Mezze Company, Rajdhani, and Rajdhani Street. Bagga is a dynamic and accomplished professional with a proven track record in the food and beverage industry.

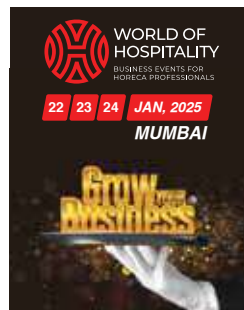
Sofitel Mumbai BKC



● Sofitel Mumbai BKC, announced the appointment of **Bjorn Fernandes** as the new Director of Sales & Marketing. With an illustrious career spanning over 17 years in the world of hospitality, Fernandes's expertise and passion will

elevate the Sofitel experience even further. Prior to joining Sofitel Mumbai, he held the prestigious role of Director of Sales & Marketing at Taj North Goa, where he spearheaded the sales, marketing, and PR efforts for Taj Fort Aguada and Taj Holiday Village.

Sofitel Mumbai BKC also appointed **Tarana Lalchandani** as the Marketing & Communications Manager. Lalchandani was most recently Marketing & Communications Manager at



Courtyard by Marriott, Mumbai International Airport, where she devised comprehensive marketing strategies in alignment with hotel sales & revenue objectives, engaged in strategic influencer engagement to further awareness about the property, and directed the creation and implementation of a dynamic social media strategy.



Tamarind Global



● Premier bespoke travel, wedding and event company, Tamarind Global, recently announced the appointment of **Indranil Sen** as the new Head of Human Resources. Sen brings with him nearly two decades of extensive experience in the HR function, making him a valuable addition to Tamarind Global's leadership team, that excels in tours, weddings, corporate services and events.

Conrad Maldives, Rangali Island



● Conrad Maldives Rangali Island recently announced the appointment of **Amit Kumar Prasad** as the new Director of Food and Beverage. With over 18 years of experience, including key roles at Villa Park Sun Island Resort & Spa and JW Marriott Maldives, Kumar is set to bring a fresh, innovative approach to the resort's dining offerings. He will oversee the rebranding of the resort's food and beverage outlets, ensuring they align with Conrad Maldives Rangali Island's strategic vision.

Novotel Hyderabad Convention Centre & HICC

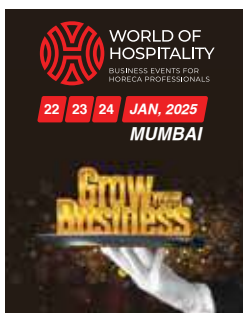


● Novotel Hyderabad Convention Centre & HICC, appointed **Shyama Maity** as the Rooms Division Manager. She will be bringing her extensive hotel management experience, particularly in overseeing key departments such as Reception, Reservations, Housekeeping, and Maintenance. Maity's strong leadership skills and proven track record in driving exceptional guest experiences make her a valuable addition to the team.

Renaissance Bengaluru Race Course Hotel



● **Sita Lekshmi** has been appointed as General Manager at Renaissance Bengaluru Race Course Hotel, the city's most favourite hospitality destination. With a hospitality journey that spans across leading hotels in India, Lekshmi was previously the General Manager at Aloft Bengaluru Outer Ring Road. She has a BSc in Hospitality Administration from IHM Kovalam.



Aloft Bengaluru ORR

● Aloft Bengaluru ORR announced the appointment of **Vani Cariappa** as the new General Manager. Cariappa will helm operations and management with a focus on creating unique guest experiences, market growth, and profitability while elevating the brand positioning of the iconic establishment as a vibrant hub of innovation and excellence. Throughout her illustrious career of over two decades in the hospitality industry, Cariappa has been celebrated for her sharp business acumen, strategic execution, and operational expertise. In her previous role as hotel manager at Four Points by Sheraton, Visakhapatnam, Cariappa successfully managed the 123-key property, earning recognition for her strategic leadership that elevated operational excellence, guest engagement, and team development. ■



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