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GUEST ARTICLE

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BAKERY TRENDS

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COVER STORY

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From Alpha to Beta



Steena Joy
Editor

editorial@worldofhospitality.in

Millennials are set to inherit over US\$ 68 trillion from Baby Boomers and early Gen X parents by 2030, positioning them as potentially the wealthiest generation in U.S history. Close on their heels, Gen Z is projected to generate \$33 trillion in income by the same year – accounting for over a quarter of global income – and is expected to surpass Millennials in spending power by 2031.

2025 is a generational landmark as we move from Gen Alpha, named by social analyst Mark McCrindle, to Gen Beta (who are born or will be born between 2025 and 2039). In 2025, Gen Alpha will reach nearly 2 billion globally, representing a massive emerging demographic.

The reason is clear: Unless you understand who they are and what they want, you won't be able to capture a dollar of their money.

As the hospitality industry gears up for 2025, it's clear that innovation, inclusivity, and sustainability are at the forefront of change. Trends like catering to dietary requirements, prioritising sustainable food sourcing, and offering alcohol-free beverages reflect the evolving expectations of modern diners.

Reflecting these trends, our Mumbai Xpo is all set to roll out and we have a very interactive three days of Networking, Knowledge sessions and Business Opportunities awaiting you.

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COVER STORY



Hospitality

Dynamics in 2025



In 2025, travellers will seek personalised, immersive experiences

Amol More | GM, Courtyard by Marriott Pune Chakan

Government incentives to grow the hospitality sector?



Government incentives play a vital role in transforming hospitality into a key driver of economic growth and employment. Measures like reduced GST rates, tax benefits, and subsidised loans make tourism more affordable and

empower businesses to modernise and adopt sustainable practices.

Skill development programs enhance service quality, ensuring memorable guest experiences that boost repeat visits. Simplified regulations accelerate project rollouts, while marketing initiatives promote destinations globally, driving tourism numbers.

Support for niche segments like wellness and heritage tourism caters to evolving traveller preferences, adding depth to the industry. Together, these initiatives strengthen the sector, foster innovation,

and contribute significantly to GDP and community development.

Infrastructure development to attract more investment in the sector?



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Infrastructure development is crucial for attracting investment and driving growth in the hospitality sector. Modern, well-connected transport networks and reliable urban amenities

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enhance destination appeal, ensuring seamless accessibility for travellers and efficient operations for businesses.

Robust infrastructure signals stability and growth, attracting investors while enabling integrated tourism hubs that combine leisure, business, and cultural experiences.

For hoteliers, these advancements boost occupancy and foster partnerships across retail, entertainment, and wellness industries.

Sustainable solutions like green energy and waste management align

with global trends, making destinations more attractive to eco-conscious travellers and investors alike.

Moving hotel development to Tier 4 markets?



Expanding into Tier 4 markets offers immense opportunities for



By moving into Tier 4 markets, hotels can unlock new growth avenues

hospitality and local economies. These untapped regions boast cultural heritage, emerging business hubs, and growing tourism,

enabling hotels to reach underserved audiences while driving economic growth.

Lower development costs and personalised hospitality create unique guest experiences and strong returns on investment. This expansion also boosts employment, supports local businesses, and enhances infrastructure, fostering long-term socio-economic development.

From an hotelier's perspective, Tier 4 markets offer lower operational and development costs compared to urban centers, providing a viable return on investment. Additionally, these regions allow for a more personalised approach to hospitality, creating unique experiences that appeal to travelers seeking authentic.

This expansion also has a transformative

impact, generating employment, promoting local businesses and improving infrastructure. By moving into Tier 4 markets, hotels can unlock new growth avenues while contributing to the region's long-term socio-economic development.

2025 musings?

In 2025, hospitality will evolve with travellers seeking personalised, immersive experiences blending comfort, authenticity, and sustainability. Guests prioritise wellness, eco-friendly practices, and meaningful connections, challenging hotels to redefine luxury as inclusive and experiential.

Automation might enhance personalisation while preserving the human touch which is central to hospitality. Success lies in embracing innovation while upholding timeless values of exceptional service and genuine care, driving the industry forward with passion and adaptability. ■



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PPPs can help fund large-scale infrastructure projects

Pankaj Saxena | Area General Manager, West India, Radisson Hotel Group, South Asia & General Manager, Radisson Blu Pune Kharadi

Infrastructure development to attract more investment in the sector?



1. Transportation Infrastructure

- **Road Connectivity:** Kharadi is well-connected to key locations like Koregaon Park, Viman Nagar, and the Pune Airport through major roads such as the Pune-Nagar Road. To attract more investment, further improvements can be made to ease traffic congestion, including the construction of more flyovers, underpasses, and expanded roads.
- **Metro Connectivity:** The ongoing development of Pune Metro (Phase 1) which includes connectivity to Kharadi through the proposed line can further enhance

accessibility, making it more attractive for businesses and residents.

- **Proximity to Pune International Airport:** Kharadi's close proximity to Pune Airport is already a key asset, and improvements to the airport infrastructure (e.g., expanded terminals, increased flight options) could make Kharadi an even more strategic location for both national and international businesses.

2. Industrial and IT Infrastructure

- **IT Parks and SEZs:** Kharadi is home to significant IT parks like EON Free Zone and World Trade Center. Expanding such infrastructure to include more Special Economic Zones (SEZs) and business hubs could attract more global investors in the IT, software, and technology sectors.
- **Business Incubators and Co-working Spaces:** By developing business incubators and

co-working spaces tailored to startups and SMEs, Kharadi can become a hotspot for entrepreneurs and tech innovators.

- **Data Centers and Tech Infrastructure:** Investments



BY INVESTING IN TIER 4 LOCATIONS, DEVELOPERS CAN ESTABLISH THEIR BRAND EARLY, REAPING THE BENEFITS OF BECOMING PIONEERS IN THE MARKET



in high-tech infrastructure such as data centers (with advanced cooling systems and renewable energy sources) would make Kharadi a prime location for tech companies and international corporations in need of such facilities.

3. Real Estate and Residential Development

- **Affordable and Luxury Housing:** Kharadi is seeing a rise in residential projects catering to both the luxury segment and affordable housing. Development of modern, sustainable, and well-connected residential communities, along with amenities such as shopping malls, schools, hospitals, and entertainment

hubs, can attract more families and professionals.

- **Mixed-Use Developments:** Mixed-use developments that integrate residential, commercial, and recreational spaces can appeal to both investors and businesses. This would allow Kharadi to become a "live-work-play" destination, attracting more residential and commercial investments.
- **Green and Sustainable Buildings:** Infrastructure development that focuses on eco-friendly buildings and smart cities can be a major

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attraction for investors interested in sustainable development. Green spaces, waste management systems, and energy-efficient buildings would be key to this.

4. Digital and Technology Infrastructure

- **Broadband and High-Speed Internet:** As an IT hub, Kharadi needs to ensure high-speed internet access for businesses. Investing in advanced broadband infrastructure, including fiber optic networks, would support tech startups, BPOs, and IT firms that are the backbone of the area's growth.
- **5G Connectivity:** Investment in 5G infrastructure would unlock more opportunities for industries such as e-commerce, digital marketing, autonomous vehicles, and IoT-based businesses. Kharadi's role as a technology hub would be enhanced with this kind of infrastructure.
- **Smart City Integration:** As Pune looks toward becoming a smart city, integrating Kharadi with IoT-powered solutions like smart traffic management, waste management, and energy systems could improve the

quality of life and make it an even more attractive place to invest.

5. Social Infrastructure

- **Educational Institutions:** Investing in schools, colleges, and vocational training centers will ensure a steady supply of skilled workers for industries in



Kharadi, especially in the IT and manufacturing sectors.

- **Healthcare Facilities:** Expanding healthcare infrastructure in Kharadi, including the development of hospitals, clinics, and wellness centers, will ensure that the growing population is adequately served.
- **Retail and Entertainment:** The development of malls, multiplexes, and recreational areas will create an attractive environment for residents and businesses.

6. Energy and Environmental Infrastructure

- **Renewable Energy:**

Encouraging the adoption of solar power and other renewable energy sources and industries in Kharadi will not only reduce energy costs but also contribute to sustainable development, appealing to eco-conscious investors.

- **Smart Waste Management Systems:** A sustainable waste management system with modern recycling facilities and waste-to-energy plants would make Kharadi an environmentally responsible location, appealing to investors in sectors like eco-tourism and green tech.

7. Security and Safety Infrastructure.

- **Cybersecurity Infrastructure:** As Kharadi houses numerous IT companies, investing in robust cybersecurity infrastructure, such as secure data centers and encryption technologies, would be crucial in attracting

more tech and IT companies.

8. Public-Private Partnerships (PPPs)

- The growth of Kharadi can be further accelerated through collaborations between the government and private investors. Public-private partnerships can help fund large-scale infrastructure projects like transportation networks, affordable housing, and utility systems, which are vital to Kharadi's continued development.

Moving hotel development to Tier 4 markets

1. Cost-effective development with great returns

- **Affordable Land and Construction Costs:** Compared to the expensive land prices in major cities, Tier 4 markets offer much more affordable land and construction costs, allowing developers to create larger, more luxurious hotels or innovative budget options. This makes hotel development accessible and

profitable while offering great value for money.

- **Lower Operational Costs:** Running a hotel in these markets also means lower labour and utility costs, which can translate into competitive room rates for guests without compromising on quality. This helps hotels remain financially viable while attracting a wide variety of guests.

2. Tapping into the growing domestic tourism wave

- **Domestic Travel Boom and Weekend Escapes:** With India's growing middle class and the post-pandemic surge in domestic travel and weekend getaways, travellers are increasingly seeking off-the-beaten-path destinations that offer tranquility, local culture, and authentic experiences. Tier 4 locations are perfectly positioned to cater to this trend, offering unique stays that appeal to both adventure seekers and families alike.

3. Unlocking untapped market potential

- **Early Market Entry Advantage:** By investing in Tier 4 locations, developers can establish their brand

Some Tier 4 towns, with increasing investment and infrastructural development, could eventually evolve into regional hubs



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early, reaping the benefits of becoming pioneers in the market. These regions often lack sufficient hotel infrastructure, and new developments will quickly stand out, capturing the attention of travellers seeking fresh experiences.

4. Empowering local communities and economies

- **Job Creation:** Hotel development in Tier 4 markets creates numerous job opportunities – from hotel management and hospitality staff to construction workers and local suppliers.
- **Supporting Local Business:** Hotels can foster close relationships with local businesses, supporting farmers, artisans, and tour operators. By sourcing locally, hotels contribute to the development of the community, encouraging a circular economy and enhancing the

authenticity of the guest experience.

5. Government initiatives and support

- **Tourism-Focused Infrastructure Development:** The Indian government is increasingly focusing on improving infrastructure in Tier 2 and Tier 4 cities. This helps make these areas more accessible and attractive to investors.
- **Incentives for Development:** The government offers several incentives for hotel development in underdeveloped areas, such as tax benefits, reduced GST rates, and support for sustainable projects.
- **6. Sustainable and eco-friendly tourism growth**
- **Eco-Tourism and Nature Escapes:** Tier 4 locations, often rich in natural beauty and untouched

landscapes, offer incredible opportunities for eco-friendly tourism. Hotels built with



sustainability in mind – such as using solar power, water-saving technologies, and sustainable materials – can attract a growing segment of eco-conscious travellers.

- **Supporting Regional Agricultural Tourism:** By incorporating farm stays, organic food experiences, and nature trails, hotels can promote sustainable agriculture while providing guests with an authentic, immersive experience.

7. Rich Cultural and Heritage Experiences

- **Cultural Tourism:** Many Tier 4 areas are home to ancient temples, historical landmarks, and unique traditions that are not widely known outside their region. Hotels in these areas can create immersive cultural experiences,

offering guests local art, cuisine, festivals, and traditions that connect them deeply to the region's heritage.

• Pilgrimage Tourism:

Several Tier 4 locations in India are known for their spiritual and pilgrimage significance.

8. Scalable and long-term growth opportunities

- **A Sustainable Future for Hotel Brands:** Tier 4 markets offer immense growth potential. As these areas develop, the demand for more hotels, better infrastructure, and additional services will rise, making early investments highly rewarding in the long term.
- **Tier 4 to Tier 1 Transition:** Some Tier 4 towns, with increasing investment and infrastructural development, could eventually evolve into regional hubs, gaining higher prominence over time. Hotel developers investing now can be part of these growth trajectories, creating a long-term brand presence.
- **2025 Musings? AI Integration Everywhere:** AI is becoming more deeply integrated into daily life, from smarter homes to advanced personal assistants, predictive healthcare systems, and AI-driven education platforms. In 2025, AI could revolutionise industries like healthcare, finance, and manufacturing, making processes faster, cheaper, and more efficient.
- **Human-AI Collaboration:** Rather than AI replacing jobs, there could be more emphasis on human-AI collaboration
- **Sustainable Innovations:** The push for sustainability is likely to intensify. Expect further advancements in green technology, such as solar energy, electric vehicles, and zero-waste solutions. Countries may impose more stringent regulations on pollution and resource consumption, driving industries to innovate with sustainability in mind.
- **Climate Change Response:** Governments and organisations will likely continue their commitment to reducing carbon emissions and increasing climate resilience. The world might also witness a greater push toward regenerative agriculture, circular economies, and eco-friendly urban planning. ■





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India's Tier 4 markets present a significant growth opportunity

Davinder Besoya | GM, The LaliT Mumbai

Government incentives to grow the hospitality sector

The Indian government has introduced several initiatives to bolster the hospitality sector, acknowledging its pivotal role in economic growth and employment. Key incentives include:

- **Infrastructure Status:** Granting infrastructure status to affordable hotels incentivises investments through lower interest rates and enhanced credit access.
- **Tax Incentives:** Various tax holidays and reductions, especially in underdeveloped

regions, encourage hospitality projects. The GST rationalisation for hospitality services has also spurred growth.



- **Schemes like Swadesh Darshan and PRASHAD:** These initiatives focus on theme-based tourism circuits and pilgrimage rejuvenation, creating opportunities for

hotels in these areas.

- **Easier FDI Policies:** The allowance of 100% Foreign Direct Investment



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(FDI) under the automatic route has attracted global

players to invest in Indian hospitality. The emphasis on policy alignment with sustainable development goals (SDGs) further ensures a robust and responsible growth trajectory for the sector.

Infrastructure development to attract more investment in the sector

India's ambitious infrastructure growth is a catalyst for attracting investments in hospitality. Key

developments include:

- **Enhanced Connectivity:** The expansion of airports, roads, and rail networks, especially in Tier 2 and Tier 3 cities, improves accessibility, making these regions viable for hospitality investments.
- **Smart Cities Mission:** The integration of technology in urban planning enhances the appeal of these cities for international and domestic travellers, encouraging hotel development.
- **Convention and Exhibition Centers:** State-of-the-art facilities are being developed





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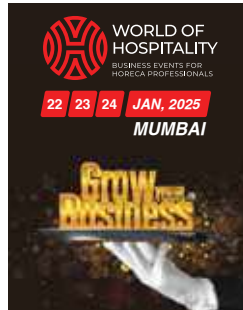
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in major cities, attracting MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

- **Sustainability in Infrastructure:** The government's focus on green and sustainable infrastructure, such as renewable energy and waste management, aligns with global investment preferences. These developments create an environment conducive to hospitality expansion, bridging infrastructure gaps and encouraging

domestic and international players to invest in India.



Moving hotel development to Tier 4 markets

The untapped potential in India's Tier 4 markets presents a significant growth opportunity for the hospitality sector. Factors driving this shift

Eco-friendly practices and green certifications will become essential for market competitiveness

include:

- **Rural and Cultural Tourism:** India's rich heritage and unexplored rural locales are gaining prominence among experiential travellers. Tier 4 markets, with their unique charm, are ideal for boutique and eco-resorts.
- **Digital Penetration:** Increased internet access and

- digital literacy are enabling these markets to integrate with mainstream tourism.
- **Government Support:** Schemes promoting homestays and rural tourism, combined with incentives for small-scale hospitality projects, lower entry barriers for hoteliers.
- **Local Economies:** These developments not only create employment but also revitalise local economies, fostering inclusive growth. Moving into Tier 4 markets requires a blend of innovation, localisation, and sustainable practices to create distinctive hospitality experiences aligned with global trends.

2025 musings

The year 2025 will likely mark a transformative phase for the Indian hospitality sector. Trends and predictions include:

- **Tech-Driven Personalisation:** Artificial Intelligence and Big Data will redefine guest experiences, tailoring services

to individual preferences.

- **Sustainability as a Core Value:** Eco-friendly practices and green certifications will become essential for market competitiveness.
- **Rise of Wellness Tourism:** Post-pandemic awareness of health and wellness will drive demand for spa resorts, Ayurvedic retreats, and mindfulness-focused stays.
- **Increased Regional Connectivity:** Enhanced connectivity through regional airlines and the development of smaller airports will drive travel to less explored destinations.
- **Emerging Collaborations:** Partnerships between hospitality brands and local artisans or SMEs will enrich guest experiences and create unique value propositions. India's hospitality sector in 2025 will epitomise resilience, innovation, and inclusivity, showcasing a perfect blend of tradition and modernity on the global stage and we, THE LALIT SURI HOSPITALITY GROUP continue to showcase our ethos of being an ALL INCLUSIVE SAFE SPACE hospitality chain promoting and showcasing everything that is "Distinctly LaLiT". ■





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Tier 3 & Tier 4 markets will thrive as cultural hotspots

Rahul Makhija | GM, The Park Navi Mumbai

Government incentives to grow the hospitality sector?

The hospitality sector in India has immense potential for growth, and



strategic government incentives can act as a catalyst. Key measures could include offering tax rebates and

subsidies for new hotel developments, particularly in underserved regions like Tier 3 and Tier 4 cities. Simplifying approval processes through single-window clearance for hospitality projects and incentivising eco-friendly and sustainable practices through financial benefits will attract more investors. Policies supporting skill development through vocational training programs can ensure the availability of a skilled workforce, essential for the sector's growth. Further, initiatives

like expanding e-visas and promoting tourism through campaigns like "Dekho Apna Desh" can bring more international and domestic tourists, stimulating demand



WE'LL SEE A CONVERGENCE OF HOSPITALITY WITH CO-LIVING AND CO-WORKING SPACES AS THE LINES BETWEEN BUSINESS AND LEISURE BLUR FURTHER



for hospitality infrastructure.

Infrastructure development to attract more investment in the sector?

Robust infrastructure is critical for the hospitality sector's growth. The development of airports, highways, railways, and public transportation networks in tourist-centric regions creates a foundation for attracting investments. Additionally, improving urban infrastructure, such as uninterrupted power and water supply, sanitation, and digital connectivity, significantly enhances the viability of hotel projects. Investments





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in sustainable and smart city initiatives, particularly in upcoming tourist destinations, can further bolster the attractiveness of these locations. Public-private partnerships in infrastructure development can help accelerate progress while fostering investor confidence.

Moving hotel development to Tier 4 markets?

Expanding hotel development to Tier 4 markets represents a significant growth opportunity. These regions, often rich in culture, heritage, and natural beauty, have untapped potential to attract travellers seeking authentic experiences. However, challenges

like connectivity, lack of infrastructure, and a limited skilled workforce need to be addressed.



Government support in the form of subsidies for development in these regions, coupled with improved road and rail connectivity, will be pivotal. Additionally, promoting local culture, heritage, and cuisine through targeted campaigns can make these markets appealing to travellers.

Partnerships with local communities can also ensure inclusive growth while preserving the unique identity of these regions.

2025 musings?

By 2025, India's hospitality industry will witness significant transformation. Technology will play a central role, with AI-driven personalisation and contactless services becoming the norm. Sustainability will no longer be optional; eco-friendly practices will be a major deciding factor for travellers. The rise of experiential travel will lead to a focus on boutique properties, wellness retreats, and adventure destinations,



India's hotel pipeline in 2025 will be a mix of innovation, sustainability, and inclusivity

particularly in untapped markets. Additionally, we'll see a convergence of hospitality with co-living and co-working spaces as the lines between business and leisure blur further. While urban markets will focus on luxury and technology, Tier 3 and Tier 4 markets

will thrive as cultural and experiential hotspots, driving the next phase of growth for India's hospitality sector.

India's hotel pipeline in 2025 will be a mix of innovation, sustainability, and inclusivity, redefining the way we look at travel and hospitality. ■





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2025 will see an improved adaptation to technology

Bipendra Gupta | Area Director - Mumbai and Goa, Lemon Tree Hotels

Government incentives to grow the hospitality sector?

On a positive note, handful of State Governments have started incentivising the hospitality sector but the scope to enlarge is still very wide. I would say Maharashtra is leading in this initiative (currently in Mumbai) by classifying hotels and resorts under 'State Tourism Policy 2016' benefitting them with reduced duty on electricity and refund of State GST. The policy also gives benefits to new projects under various categories basis investment and employment generation.

Few other states like Gujarat, Kerala, Punjab, Goa, Karnataka, Uttarakhand, Himachal Pradesh and Tripura

have accorded the industry status however effectiveness of the policy still remains a question.



The Government of India should focus on rolling out a national policy for categorising hospitality as an industry with a separate ministry with a single window clearance policy.

Infrastructure development to attract more investment in the sector?

In the Post-Covid world, there is a renewed need

for infrastructure development to attract more investment and this is very much visible with the Government of India allocating approx. ₹14 Billion for development



of tourist circuits under 'Swadesh Darshan Scheme' aiming to improve infrastructure in key tourists destinations. Development of large convention



centres like Bharat Mandapam and Yashobhoomi in New Delhi along with development of Delhi-Mumbai expressway, Samruddhi

Mahamarg and Aerocity hospitality district have played an important role in driving the overall demand from various geographies.

Also, hotel brands increasing their footprints in upcoming destinations like Ayodhya, Varanasi, Northeastern states, Ladakh and upper Himachal is only possible with proper infrastructure development like roads, railways and air services. Domestic tourism followed by religious, wellness & adventure tourism will be the new game changers in the coming time provided the government and stakeholders continue to contribute as they currently are.



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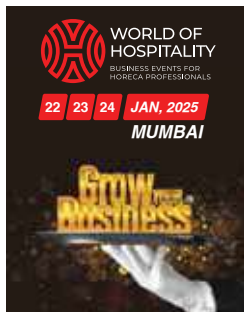
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Moving hotel development to Tier 4 markets

With the Indian economy growing and expected to further grow over the next few years, there is strong demand for hotels in India, especially in Tier 4 cities mainly to target weddings, events and corporate/projects/MSME movement. Today, building, owning or managing a hotel or a hospitality venture in a Tier 4 city is easier and more viable due to lower land cost, leaner approval process and enhanced connectivity through road, rail and air. The Ude Desh ka Aam Naagrik (UDAN) scheme has developed air routes and number of airports to multiple folds. This has made travel easier than ever and with advance connectivity, the dire need to move to a Tier 1 or

2 city is limiting. As a data, 52% of the hotel signings in FY24 has been in Tier 3, 4 cities. I can also foresee that development of new airports in Navi Mumbai and Noida will create



a new niche for employment and travel prospects with a surge in demand for the sector.

However, the most pressing challenge faced by our industry today is shortage of labour as well as skilled manpower. This is because recruiting and retaining employees in the hospitality sector has proven to be extra challenging

52% of the hotel signings in FY24 has been in Tier 3, 4 cities

with them being picked by similar sectors like retail and restaurants due to their work environment, remuneration and growth potential. This will be a bigger challenge in low tier cities but I am sure the industry will be able to cope up this challenge in the coming time as problems inspire to find a creative solutions.

2025 musings?

2025, as the total makes it to a very interesting numerology number 7, I am confident that as an industry, we will further soar high with continued growth in the countries GDP and increased interest in people for travelling not only to

major destinations but also to lesser-known, small towns. Also, the evolving pattern in Gen Zs, growing importance of regional & local tourism, booming wedding segment, increased corporate travel and promising hotel chains entering untapped markets will create a surge in demand for hotel/resort rooms across major cities and towns. The sector is expected to see the continued growth like the current and previous year.

2025 and onwards will also see an improved adaptation to technology in the form of apps, AI integration, real-time feedback mechanism, personalised data-driven insights, social media engagement, etc. ■





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- 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

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- 5: Pillow Cover
- 6: Bed Runners

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Infrastructure development attracting investment

Construction of new facilities and improvement of the existing ones promotes the growth and aids in getting investments in the Indian hospitality industry. The enhancement of transportation networks, for example, the development of airport facilities, high speed rail corridors and expansion of road connectivity has made movement easier for both domestic and foreign visitors. This has a great impact on the access to well-known and distant areas, which are vital for the tourism industry.

Investments into hotel infrastructure, up-to-date exposition and conference centers and health resorts correspond to requirements of business and leisure travelers. Moreover, improvements in digital infrastructure like the e-wallets, dependable high-speed broadband, and smart city solutions simplified the travel context and helped tourists to organize their trips

and enjoy them.

Tax breaks, ease of regulatory requirements, or promotional campaigns like Dekho



Apna Desh are some of the government actions that have brought about more focus on India as a global tourist destination. All these combined efforts not only increase investment appetite but also provide job opportunities, enhance the satisfaction level of tourists, and increase the viability and sustainability of development of the hospitality services market.

Moving hotel development to tier 4 markets

The pattern is generally of increased interest and focus on India's unventured regions and smaller cities, especially in the case of the tier 2, 3 and 4 cities. So,

the overall theme has also changed with respect to what is synonymous to tourism. As more and more of such cities are being focussed upon, it has now become imperative to



IN 2024, IT IS NOTABLE THAT MIDSCALE HOTELS SEGMENT REPRESENTED MORE THAN 55% OF THE NEW SIGNINGS IN PROPERTIES AROUND THE WORLD, AN INDICATION OF ITS RISING SIGNIFICANCE IN THE MARKET



visit these places.

There was a huge gap for affordable premiums and cheap hotels which in turn led to a vast increase in leasing

and branding of midscale hotels. In 2024, it is notable that this segment represented more than 55% of the new signings in properties

around the world, an indication of its rising significance in the market. It is now possible to grow the infrastructure of smaller cities and towns by attracting new investments in hospitality and the acquisition of resorts that meet modern requirements, such as rest for business travelers as well as for families.

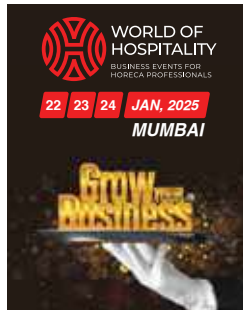
Sustainability is important in this industry which brings in a lot of its market whereas embedding technologies like smart room solutions along with energy efficient designs and automated systems are adding so much more value to the services which are being provided in this region. Due to this growth, the

Indian hospitality sector is likely to be more sophisticated and more diverse, comprising many different types of travellers.

Creating sustainable value

In order to create sustainable value and compete at an international level within the hospitality space, there is a need for an all-encompassing approach that considers all the financial, regulatory and infrastructural aspects. Reducing the GST threshold on some services would make them more competitive in global markets while improving

affordability. Such loans, grants or granting tax credits for investment



purposes would trigger inflow of funds, especially into the smaller and medium enterprises and assist these countries in modernisation and being competitive.

Reducing licensing requirements and the establishment of one-stop shop licensing

would speed up the processes, which would enable businesses to shift their focus to expansion. Lowering foreign direct investment restrictions may bring foreign investment which will bring new ideas and knowhow which will help improve the entire industry.

Creating regional investment in the tourism related infrastructures such as airports, railways, roads and other forms of transport would ease the access to old and new regions. Venturing into niche areas in tourism such as eco-tourism, adventure tourism among others will

broaden the scope and reach out to more people. Improving sanitation and waste management among other services will overall improve the experience of the tourist.

Marketing efforts must be robust, with increased funding for global campaigns targeting specific segments such as luxury travelers and cultural tourists. Collaboration with international tourism boards would further amplify visibility and draw in foreign visitors.

To ensure a skilled workforce, hospitality-focussed training programmes and industry-academia

partnerships are vital. Certification and accreditation initiatives would encourage service excellence across the sector. Finally, establishing disaster relief funds, offering insurance support, and developing crisis management plans would provide resilience during unforeseen disruptions, ensuring business continuity and customer satisfaction.

By implementing these strategies, the hospitality sector can overcome current challenges, drive growth, and become a leading force in global tourism and economic development. ■



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Infrastructure development attracting investments

Investors are more likely to commit their capital when they see a clear path to returns



and profitability. India's hospitality sector has immense potential with vast opportunities across diverse regions. The country's rich

cultural heritage, varied cuisines, and vibrant destinations make it a compelling choice for both domestic and international travellers. The concept of 'Atithi Devo Bhava' fosters a deep sense of hospitality, emphasizing that travel in India is not just a business opportunity but a meaningful experience.

As more hidden and unexplored destinations gain attention, it is essential to leverage these opportunities fully. To unlock the sector's potential, we must seek designated status for the

hospitality industry at the state level and infrastructure status at the central government level. These measures would streamline development and attract more



TO UNLOCK THE HOSPITALITY SECTOR'S POTENTIAL, WE MUST SEEK DESIGNATED STATUS FOR THE HOSPITALITY INDUSTRY AT THE STATE LEVEL AND INFRASTRUCTURE STATUS AT THE CENTRAL GOVERNMENT LEVEL



investment to this rapidly growing sector.

Incentivising the sector

To incentivise the hospitality sector, several key steps can be taken:

Providing financial support: Many start-ups in India have innovative ideas, but often lack the financial resources to bring them to life. The government can play a crucial role by offering funding through grants and low-interest loans, helping these start-ups turn their visions into reality.

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is essential. By implementing business-friendly policies, the government



can create an environment where entrepreneurs can operate more

efficiently, driving growth in the sector.

Enhance education and training: A robust education and training framework at the zonal level is vital to foster innovation and encourage new ideas. This will help upskill the workforce, enabling the industry to stay competitive and adaptable to emerging trends.

Development to tier-4 markets
The tier-4 markets represent the next frontier for hotel development. These untapped and unexplored regions have the potential to transform into economic hubs, driven by the increasing demand for residential and commercial spaces. Investing in these markets can yield high returns, as they cater to a growing



audience seeking hospitality services.

Key future trends shaping the hospitality industry in tier-4 markets include:

Sustainability: A growing emphasis on

eco-friendly practices to meet consumer expectations and environmental goals.

Personalisation: Delivering tailored experiences with a professional touch to create lasting impressions for guests.

Technology integration: Leveraging advancements like AI to enhance operational efficiency, customer service, and overall guest experiences.

Domestic business travel: Catering to the rising number of domestic business travellers exploring opportunities in these emerging cities.

These trends will redefine the scope of the hospitality industry in Tier 4 markets, making them integral to the sector's growth. ■

The tier-4 markets represent the next frontier for hotel development. These untapped and unexplored regions have the potential to transform into economic hubs, driven by the increasing demand for residential and commercial spaces





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Government incentives to grow the hospitality sector?



The government is supporting the hospitality sector through various measures, including reduced or exempted GST, subsidies for eco-friendly projects, and low-interest loans to encourage development and renovations. They also invest in skill development programs to enhance workforce quality and promote destinations through international campaigns and partnerships. Initiatives like the Swadesh Darshan and Dekho Apna Desh campaigns further drive domestic tourism, showcasing the country's cultural and natural heritage. These incentives aim to foster sustainable growth, attract investments, and improve the overall

competitiveness of the sector.

Infrastructure development to attract more investment in the sector?

The hospitality sector relies on robust infrastructure, including improved transport connectivity through airports, railways, and roads, as well as reliable utilities like power, water, and waste management. Developing and restoring cultural, historical, and natural tourist attractions, along with ensuring high-speed internet and smart infrastructure, caters to modern travellers. Clean

and accessible public amenities, such as parking and restrooms, further enhance the tourist experience. Improved connectivity, such as the development



CHALLENGES SUCH AS LIMITED INFRASTRUCTURE AND SKILLED LABOUR NECESSITATE A PHASED APPROACH AND COLLABORATION WITH LOCAL STAKEHOLDERS



of new airports and high-speed rail projects, plays a crucial role in facilitating seamless travel for both domestic and international tourists. Collaboration between the government and private sector is essential to accelerate these developments. **Moving hotel development to Tier 4 markets** Expanding hotel development to Tier 4 markets unlocks opportunities by tapping into unique cultural and natural attractions while benefiting from lower land and operational costs. These developments boost local economies through



job creation and income generation for communities. However, challenges such as limited infrastructure and skilled labour necessitate a phased



approach and collaboration with local stakeholders. With its focus on affordability and reliability, our brand is well suited to thrive in these



emerging markets. **2025 musings?** In 2025, the hospitality sector will focus on sustainability, with eco-friendly practices like solar energy, rainwater harvesting, and waste management becoming essential. Technology integration

will dominate through AI-driven personalisation, smart rooms, and seamless bookings. Renewable energy will also take center stage, promoting the use of renewable energy sources in hotels to reduce carbon footprints and attract eco-conscious travellers. ■



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Attracting and retaining Gen Z talent for a future-ready workforce

By Prof. (Dr.) Vinay Rana, Dean, School of Hospitality Management & Dean of Student Affairs, IMS Unison University, Dehradun

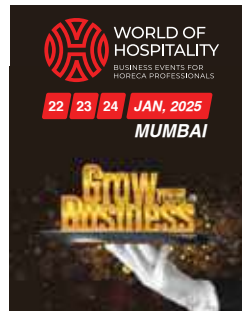
Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. The only way to do great work is to love what you do – Steve Jobs, Stanford University, session commencement address, 2005.

Choosing a career aligned with one's passions and strengths is critical, as work constitutes a significant portion of most people's lives. A fulfilling career not only enhances personal satisfaction but also allows individuals to develop their skills, achieve professional milestones, and contribute meaningfully to their field. The wisdom of Steve Jobs shared earlier is particularly relevant for recent graduates in the hospitality industry who are at a pivotal juncture in their career journeys.

The hospitality sector's challenges

The hospitality sector faces a pressing shortage of skilled professionals, with an estimated gap of 350,000 as reported by the Tourism and Hospitality Skill Council. While the industry is recovering from the pandemic's disruptions, workforce challenges persist. Between 2019 and 2022, enrolments in hospitality courses saw a significant decline, reflecting a shift in students' perceptions of the industry's stability and attractiveness.

Although revenue and occupancy levels in the hospitality sector have returned to pre-pandemic levels, the industry grapples with a severe talent crunch. During the pandemic, 40-50% of employees in India's organised hotel sector faced layoffs or salary cuts. These measures, while essential at the time, have left a lasting impact, making it harder to rebuild a robust workforce.



By 2030, Gen Z is projected to comprise 30% of the global workforce

Understanding Gen Z's expectations

Generation Z, born between 1997 and 2012, is redefining workplace expectations. This tech-savvy, socially conscious generation values work-life balance, diversity, inclusion, and social responsibility. By 2030, Gen Z is projected to comprise 30% of the global workforce. However, traditional hierarchical structures and rigid processes in the hospitality industry are often at odds with their preferences for flexibility and innovation.

Gen Z prioritises roles that align with their values, such as environmental sustainability and social equity, and they seek competitive compensation paired with customised

benefits like wellness allowances and educational stipends. The perception of inflexibility within the hospitality industry further deters them from pursuing careers in this sector.

The way forward

The Hotel and Restaurant Association of Western India (HRAWI) has initiated efforts to address the talent gap by forming a task force of academic experts. However, the onus lies on hotel management teams to rethink their strategies to attract, train, and retain employees effectively.

This generation brings unique values, aspirations, and skills that compel organisations to rethink conventional approaches to talent acquisition and management. Gen Z is digitally adept, socially aware, and deeply committed to work-life balance, diversity, and career development. For the hospitality industry – already grappling with workforce challenges – aligning strategies with Gen Z's priorities is not just advantageous but essential. Below are key strategies that top executives and operators can implement to attract and retain Gen Z talent:

Gen Z's perception of the hospitality industry as rigid and hierarchical often deters them from pursuing careers in the sector. To counter this, operators must reshape their employer brand to align with this generation's ideals. Emphasising the industry's purpose and values, such as creating memorable experiences, supporting local communities, and championing sustainability, is crucial. Social media platforms like Instagram, LinkedIn, and TikTok can serve as powerful tools to highlight the dynamic work culture, growth opportunities, and positive societal impact the industry offers. Authenticity is key; sharing genuine employee stories and testimonials fosters trust and demonstrates a commitment to well-being and inclusivity.

Traditional recruitment methods often fail to engage a generation raised in a digital-first world. Adopting innovative and interactive approaches, such as gamified recruitment processes that include virtual reality tours or online challenges, can make job applications more appealing. Targeted social media campaigns, influencer collaborations, and mobile-friendly applications ensure convenience and efficiency. Partnerships with educational institutions to host career fairs, internships, and workshops can also help connect with students early, building a strong pipeline of future talent.

Gen Z places a high value on fair compensation and benefits that align with their lifestyle and aspirations. Competitive salaries are essential, but equally important are tailored benefits, including wellness programs, mental

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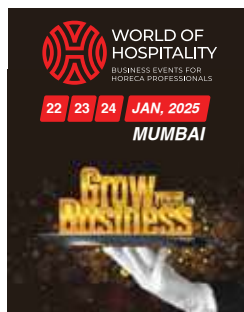
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health support, travel benefits, and educational stipends. Providing financial literacy initiatives, such as savings plans and workshops, can empower Gen Z employees to manage their finances effectively. Additionally, instant recognition programs that reward achievements in real time foster a sense of accomplishment and motivation.

Work-life balance is a top priority for Gen Z, and rigid schedules are a significant deterrent. Offering flexible work arrangements, such as choosing shifts or adopting hybrid models for administrative roles, can address this concern. Generous vacation days, mental health breaks, and sabbatical options further support employees' well-being. Part-time roles can also be provided to accommodate those pursuing education or other personal interests alongside their careers.

Diversity and inclusion are non-negotiable for Gen Z, who value workplaces that represent a wide range of experiences and perspectives. Organisations should commit to robust diversity, equity, and inclusion (DEI) policies, accompanied by cultural sensitivity training to foster a respectful and inclusive environment. Supporting employee resource groups (ERGs) for underrepresented groups can provide a sense of community and belonging. Transparency in DEI progress, such as sharing reports and updates, demonstrates accountability and commitment.



To attract and retain Gen Z talent, the hospitality industry must adopt a forward-thinking approach

Gen Z prioritises professional growth and seeks clear advancement opportunities from employers. Skill development programs, including workshops, certifications, and online learning, enhance their capabilities. Mentorship initiatives that pair them with experienced mentors offer valuable guidance and growth opportunities. Transparent promotion criteria and career planning tools help employees define and achieve their professional goals, fostering a sense of direction and purpose in their careers.

As digital natives, Gen Z expects seamless integration

of technology into the workplace. Modern tools for scheduling, task management, and communication should be utilised to streamline operations. Training in emerging technologies, such as AI and data analytics, ensures employees remain future-ready. Digital onboarding processes simplify the transition for new hires, while employee apps can facilitate real-time communication, training, and performance tracking.

Open communication and collaboration are essential for Gen Z, who thrive in environments that value their input. Organisations should establish two-way feedback systems through regular surveys, town halls, and one-on-one meetings. Acting on employee suggestions demonstrates commitment and builds trust. Collaborative workspaces and cross-functional projects encourage teamwork and innovation, fostering a sense of camaraderie among employees.

Environmental and social responsibility are deeply important to Gen Z, who value sustainable practices and community engagement. Organisations should highlight efforts in waste reduction, energy conservation, and sustainable tourism. Encouraging employees to participate in community service or charitable projects fosters a sense of purpose and connection. Sharing sustainability reports and creating social impact programs allow employees to contribute to causes they care about, building loyalty and engagement.

The pandemic underscored the importance of resilience and adaptability in the hospitality industry. Crisis management training equips employees with the skills needed to navigate unforeseen challenges. Robust support systems, including financial aid and counselling, provide a safety net during crises.

Flexible workplace policies ensure employee safety and well-being, while future-proofing roles by combining traditional skills with emerging industry demands prepares the workforce for evolving challenges.

Recognition and celebration are key to fostering loyalty and satisfaction among Gen Z employees. Implementing employee recognition programs that celebrate accomplishments through awards, public acknowledgment, or monetary rewards helps build morale. Milestones such as anniversaries, project completions, and personal achievements should be acknowledged. Team events, whether in-person or virtual, create opportunities for bonding and camaraderie, enhancing the overall workplace experience.

To attract and retain Gen Z talent, the hospitality industry must adopt a forward-thinking approach that aligns with this generation's values and expectations. By redefining the employer brand, innovating recruitment strategies, and fostering inclusive, flexible, and tech-driven workplaces, the sector can create an environment where Gen Z feels valued and inspired. Prioritising sustainability, career growth, and open communication will not only draw top talent but also ensure a resilient, future-ready workforce. Success in adapting to Gen Z's needs lies in embracing innovation and change. By addressing these unique priorities, the hospitality industry can position itself as an attractive and rewarding career choice for years to come. ■



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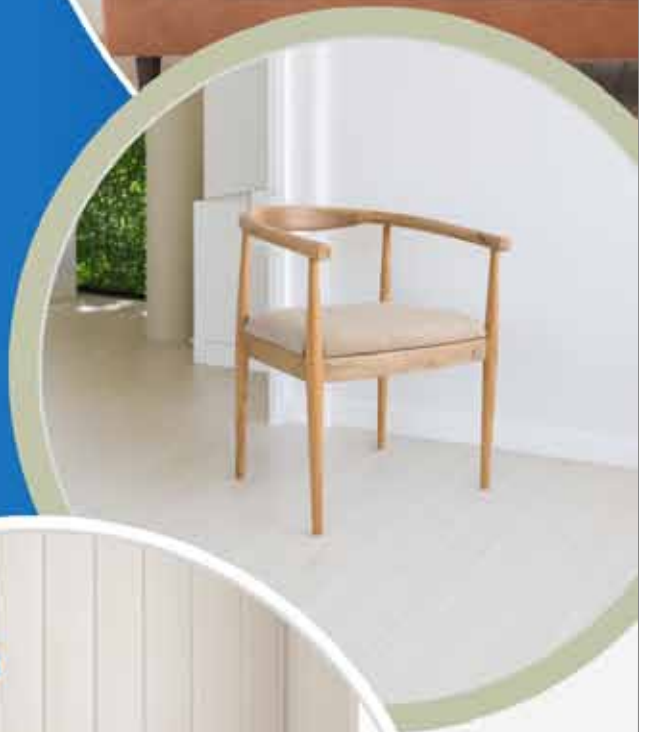
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Wine tourism remains a key way to promote the industry

India's wine industry is undergoing a remarkable transformation, marked by improved quality, diversified offerings, and a growing consumer base that appreciates fine wines. **Ashwin Rodrigues**, Secretary, Wine Growers Association of India, discusses the evolving wine landscape, current trends, and the challenges faced by producers. He will host a special session at the WOHXpo in Mumbai highlighting the various licensing policies of India.

BY SALONI BHATIA

What is the current scenario of wine growers in India, how has it improved in the last decade ?



We have a scenario where the quality of Indian wine has improved tremendously over the last five years or so. There are wider offerings, not only of grape wines but fruit and mead wines too. The knowledge level of consumers has increased whereby they are appreciating better quality wines. From a business perspective, the IPO of Sula Vineyards has drawn much positive attention to the industry, and has proved that Indian wine can truly be a successful business venture.

What are the current trends that you observe would promote wine production in India?

We are seeing some premiumisation in the industry, where producers are focusing on improving quality. Secondly, there has been a refreshing change with the introduction of meads (honey wine) and fruit wines such as jamun, mango, strawberry, etc. Third, we are seeing wineries open across the country - UP, Haryana, Uttarakhand, Kerala - as states release their friendly wine producing policies. Wine tourism remains a key way to promote the industry, as it offers experiential tourism.

What are the challenges that hinder the growth of the Indian market?

The single largest hindrance is over-regulation. Although wine regulation is getting reformed,



“

There has been a refreshing change with the introduction of meads (honey wine) and fruit wines such as jamun, mango, strawberry, etc

the pace is still not as desired. Each state has their own policies which are not harmonised and it makes it difficult for small players to operate in multiple states. Some states have high tariff barriers that keep out wine from other states. Secondly, the category is facing stiff competition from other alcohols like Gin, Tequila, Whisky and cocktails. Apart from this the lack of institutionalised research is hampering the

long term growth of the industry. Whatever research is conducted today is by companies themselves, which is at a much smaller scale than what an institute is capable of. Furthermore the lack of marketing and category branding activities is limiting the potential for growth.

Any message on your upcoming seminar on Wine Licenses at the WOHXpo Mumbai

The potential for growth of wine in India is limitless. Both state and central governments are very supportive and change is happening as we speak. The wine licences that I am going to present on have the potential to change the wine landscape in Maharashtra. They are very reasonable in cost and they hold in themselves a unique, lucrative and unmatched business opportunity. ■

A guide to selecting tableware for your food service establishment

Harshvardhan Kariwala | CEO – Living Lifestyle Horeca Tablewares

The tableware supplies industry has a plethora of options in terms of shapes, sizes, finishes, materials, and brands for restaurants to choose from. The tableware that is right for your service is the one that reflects your brand identity, style and fits your budget. This guide will talk you through your options of different materials and brands in tableware and factors to consider while making your selection.



ByBone Porcelain

DINNERWARE

Ceramic is the top choice for tableware in fine dine and premium casual dining restaurants. The last decade has seen a move away from traditional white Georgian (rimmed) shaped dinnerware and towards colored, glazed, and modern rimless shaped dinnerware. This shift in taste and style is reflected in the collections of brands such as *ByBone Porcelain* and *Indigo DC series* that offer porcelain tableware at affordable price points.



Ciel D'Art

Ariane's Retro series has smaller portion sized dinnerware for serving chef's tasting menu.

Melamine tableware brands have developed ranges in various finishes and textures of stone, wood, and porcelain. *Ciel D'Art* is a melamine brand whose mela- stone, mela- porcelain and mela- wood range looks and feels just like their original counterparts but are a more durable and affordable option. Restaurants can consider incorporating both melamine and porcelain tableware to their table scape. The key to achieving a stylish yet cohesive look is ensuring that the design and pattern of two types of material complement each other. Restaurants in the affordable casual dining space should consider selecting *Corelle* brand's white dinnerware that provide both durability and elegance.

CUTLERY

Cutlery plays a key role in the table setting, and attention to its weight, shape, size, and finishing must be paid. When in doubt, opt for a simple and sleek shape in stainless steel finish from reputed brands such as *Shapes*, *FNS*, *Metinox* or *Kishco*.



Sola Cutlery

If you don't mind spending a little more for high quality cutlery, then opt for *Sola* (from Switzerland) which is

a brand created with Swiss precision and the best choice in the market.

GLASSWARE

Different types of glassware have evolved to make the beverage drinking experience better and play an essential role in how the beverage interacts with your senses. For example, the larger, rounder bowl of glassware for red wines allow the wine to swirl easily and release its complex aromas, whereas narrower bowls can preserve the more delicate flavors and aromas of white wines. Along with following these well-established norms for glassware types, restaurants should consider the material while selecting glassware. Crystal is a lightweight and thin material, often the preferred choice for stem glasses as it elevates the customer's perception of the service. *Lucaris crystal* glasses is one such option that is priced affordably and in the same price range as regular soda lime glasses. When thinking about food service design, balancing practicality with elegance is key. If your restaurant focuses on casual, high-traffic service, sturdy glassware may be a better option than crystal. *Duralex* glassware from France have been pioneers of tempered glass technology since 1945 and should be your default go- to choose for high quality, durable glassware.



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Decarbonising hotels through AI

Annu Taneja, Founder, Accacia highlights how AI is helping decarbonise hotels, leaving a broader impact on climate change

BY SALONI BHATIA



What are the varied services one can access with Accacia?

At Accacia, our journey began with a bold question: How can we use technology to address one of the biggest challenges of our time—decarbonising real estate and infrastructure? This question has guided us in building a comprehensive suite of AI-powered tools that enable organisations to actively reduce their environmental impact, grounded in data, transparency, and measurable results. Our mission is to help organisations take decisive, effective action toward a more sustainable future.

Our key services include:

- **Carbon Management:** We enable businesses to track and manage their carbon emissions (Scope 1, 2, and 3) using real-time monitoring and data analytics. With Accacia, companies can understand

their full carbon footprint, empowering them to make proactive changes toward decarbonisation.



- **Sustainability Reporting:** Accacia's platform supports global frameworks like the GHG Protocol, LEED, and BREEAM. By simplifying ESG reporting, we help companies communicate their environmental, social, and governance progress clearly and credibly.
- **Life Cycle Assessment (LCA):** With our detailed analysis of materials and processes, organisations can gain a complete view of their environmental impact, enabling sustainable choices

at every stage.

- **Supply Chain Optimisation:** Understanding that carbon emissions don't stop at company boundaries, we help clients decarbonise across their supply chains, identifying key areas to drive down emissions.
- **Net-Zero Strategy Development:** We work with companies to develop custom decarbonisation roadmaps, integrating energy efficiency, renewable energy, and carbon offsetting measures to help them meet ambitious net-zero goals.

Our vision is to equip every business with the tools to take meaningful, measurable steps toward a sustainable future.

2. How is Accacia helping hotels achieve net zero targets?

In the hospitality sector, sustainability isn't just a goal; it's a way to reshape the guest experience, reimagine

operations, and foster a commitment to the planet. Our work with hotels is inspired by the belief that guests should feel as good about their stay as they do about their impact on the environment. By offering tailored solutions, we empower hotels to significantly reduce their operational and embodied carbon emissions.

Accacia supports hotels in several ways:

- **Real-Time Emissions Tracking:** We provide AI-driven systems that enable hotels to monitor energy consumption, emissions, and water usage in real time. With this data, hotels can make immediate adjustments that optimise energy efficiency while enhancing the guest experience.
- **Energy Efficiency Solutions:** Our team works closely with

hotels to identify and implement energy-saving opportunities, from upgrading HVAC systems to installing smart, energy-efficient appliances. We even assist with renewable energy integration, such as solar power, to reduce reliance on non-renewable sources.

- **Scope 3 Emissions Management:** We understand that a hotel's carbon footprint extends to its suppliers and operations, from procurement to waste management. By tackling emissions across their supply chain, hotels can make a substantial impact on their overall sustainability.
- **Decarbonisation Strategies:** Through our AI-enhanced Life Cycle Assessment (LCA) and carbon management tools, we create

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roadmaps that help hotels meet their net-zero targets without compromising on quality or guest comfort. This ensures a future where sustainability is seamlessly embedded in every stay.

With Accacia's support, hotels don't just operate sustainably—they become leaders in the journey toward net zero.

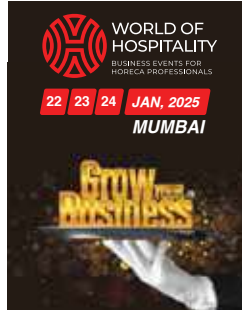
3. Are parameters for global sustainable certifications like LEED and Green Key also integrated through your systems?

At Accacia, we recognise that achieving sustainability isn't just about setting goals; it's about meeting standards and showing results. That's why our platform integrates parameters for globally recognised sustainability certifications,

enabling our clients to meet and exceed industry benchmarks.

- **LEED Certification:** Our system aligns with LEED criteria, allowing clients to track metrics such as energy efficiency, water use, indoor air quality, and resource management. We make it easier for hotels and buildings to achieve and maintain LEED certification, supporting a culture of continuous improvement.
- **Green Key Certification:** We support Green Key certification by monitoring key environmental areas like waste management, water efficiency, and energy consumption. Our platform ensures hotels meet the criteria to earn this respected mark of environmental stewardship.

- **Other Global Standards:** Accacia also supports compliance with frameworks like BREEAM, ISO



14001, and CDP reporting, allowing clients to navigate diverse regulatory requirements. Our mission is to simplify compliance, empowering organisations to focus on creating meaningful sustainability impacts. By integrating these standards, we help clients demonstrate accountability and leadership in sustainability across every facet of their operations.

4. Any hospitality projects you have undertaken so far, or case study if you may share?

Our work with Fulcrum Hotels and Resorts embodies our mission to bring sustainability to life in the hospitality industry. Together, we've undertaken projects aimed at redefining the standard of a sustainable hotel stay—where environmental responsibility meets guest experience.

Some of our initiatives with Fulcrum Hotels include:

- **Energy Efficiency Audits:** We conduct detailed audits to identify inefficiencies and implement energy-saving solutions tailored to each hotel's unique operations. This not only reduces emissions but creates a more energy-efficient environment for guests.
- **Sustainable FF&E (Furniture, Fixtures, and Equipment):** Fulcrum is committed to reducing the carbon footprint of its interiors, and we support this by sourcing eco-friendly materials and incorporating circular economy principles into procurement. The result is a space that is as stylish as it is sustainable.
- **Comprehensive**

Emissions Reporting: To meet frameworks like the GHG Protocol and LEED, we assist Fulcrum in tracking and reporting emissions. This allows them to communicate their sustainability progress transparently, building trust with stakeholders.

- **Conscious Inclusivity:** At Accacia, we believe that sustainability is a shared journey. That's why we've introduced "Conscious Inclusivity," inviting guests to participate in Fulcrum's sustainability efforts—whether it's conserving energy, supporting local eco-initiatives, or simply learning about sustainable practices within the hotel. This enriches the guest experience, turning every stay into a shared commitment to sustainability. Each of these initiatives has been documented in case studies, demonstrating measurable reductions in both operational and embodied carbon. Together with Fulcrum, we are proving that sustainability and hospitality can thrive hand in hand, setting a new benchmark for responsible tourism. ■



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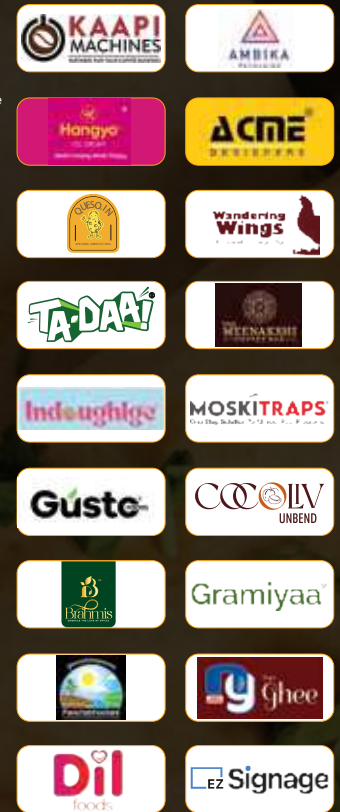


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Aiming to revolutionise hospitality's automation solutions



My Hotel Line began its journey in 2014, and the COVID-19 pandemic highlighted the essential role of automation in ensuring safety and efficiency. **Atul K Mittal**, Founder & CMD of the company talks about the way technology has impacted the hospitality industry.

BY SANJIV RAKSHIT

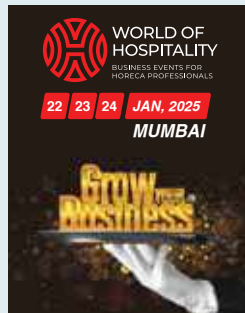
How critical have automated operations become, and what is My Hotel Line's (MHL) proposition to the hospitality industry?

Automation is now a necessity, not a luxury. MHL offers innovative solutions like contactless self-check-in, enabling seamless guest interactions, QR Code Ordering Systems for safe and convenient dining, and the Steward App, which empowers staff to manage tasks efficiently. Additionally, mobile solutions for departments like housekeeping and inventory ensure real-time, streamlined operations. These tools enhance guest satisfaction, optimise processes, and help hotels, BnBs, and resorts adapt to the evolving demands of the hospitality industry.

Current client base and key challenges?

My Hotel Line serves over 1,000 clients globally, supporting

properties ranging from 30-room boutique hotels to 2,000-room luxury properties. The critical challenges



in hospitality today include ensuring guest safety, maintaining operational efficiency, and meeting the growing demand for contactless solutions. Hoteliers are also focussed on improving guest experiences while managing costs effectively. MHL addresses these concerns with solutions for key departments. Our cloud-based platform ensures seamless operations and exceptional guest experiences, making us a reliable partner for the industry.

Tech requirements across luxury hotels, BnBs, vacation rentals, and camps?

Tech needs vary significantly based on the property type:

- **Luxury Hotels** demand advanced multi-department automation, loyalty programmes, guest apps, and integration with GDS for premium services.
- **BnBs/Lodges** require simple, affordable tools like basic property management systems (PMS), reservation tracking, and payment integration.
- **Vacation Rentals** focus on calendar synchronisation, channel management, and guest communication for short-term stays.
- **Camps** prioritise lightweight tools like mobile booking management and QR code payments. My Hotel Line delivers scalable, tailored solutions for all these categories, ensuring

each property gets the tools needed to optimise efficiency and guest satisfaction.

How popular are cloud-based ERP products?

Cloud-based ERP products are widely adopted in hospitality due to their flexibility, scalability, and cost-efficiency. Unlike traditional systems, cloud ERPs require no heavy infrastructure, lowering upfront costs. They provide real-time data access from anywhere, enabling quicker decision-making and seamless operations. Automatic updates keep businesses current with the latest features, and enhanced security safeguards data through backups and compliance. Solutions like MyHotelLine's cloud ERP integrate modern tools such as contactless check-ins, QR code ordering, and mobile department solutions, meeting

the growing demand for automation. These systems help properties enhance guest experiences while future-proofing their operations.

Future plans?

We aim to revolutionise the hospitality industry with advanced automation solutions. Future initiatives include AI-driven analytics, personalised guest services, and voice-enabled automation. We plan to expand our portfolio with tailored property management systems for co-living spaces, boutique hotels, and large resorts. Additionally, we are enhancing our mobile-first approach with advanced apps for all hotel departments to streamline operations. Embracing global trends, MyHotelLine will also focus on sustainable and eco-friendly tools to empower clients while ensuring a competitive edge in an evolving market. ■



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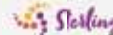
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Bakery TRENDS



Modern pastry kitchens have become laboratories for creativity

Amit Mishra, Pastry Sous Chef, Sheraton Grand Palace Indore, elucidates on how the bakery segment has transformed from a simple supporting department to a standalone highlight of culinary excellence

BY SALONI BHATIA



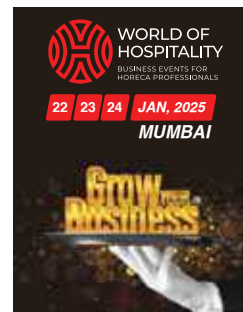
How has the bakery section evolved in a hotel kitchen in the last decade?

As a Pastry Sous Chef at Sheraton Grand Palace Indore – a proud pure-vegetarian property – I have witnessed a significant evolution in the bakery section within hotel kitchens over the last decade. Guests now demand intricate desserts, artisanal bread, and customised creations that cater to a variety of preferences, including plant-based and healthier options

The past decade has seen the bakery section gain prominence in hotel kitchens. Previously, the focus was primarily on fulfilling basic requirements for desserts and bread, but today, the bakery is a centerpiece of any culinary operation. Modern pastry kitchens have become laboratories for creativity, blending traditional techniques with contemporary innovations. At Sheraton Indore, our all-vegetarian

commitment drives us to experiment and redefine classic recipes without compromising on taste or presentation

What are the key trends that will shape the Indian bakery segment this coming year?



The Indian bakery landscape is rapidly evolving, with trends leaning toward health-conscious and sustainable practices. In 2025, we expect:

- 1. Plant-based Baking:** With increasing awareness about veganism and vegetarianism, plant-based desserts will dominate.
- 2. Minimalist Aesthetics:** Simpler, elegant designs focusing

on natural colors and textures are becoming popular.

3. Regional Influences:

Desserts inspired by Indian flavors like saffron, cardamom, and jaggery continue to resonate with guests.

4. Interactive Desserts:

Customisable and experiential desserts that guests can assemble themselves will gain traction. For example: Apple tarte tatin, Vegan Madeleines, Vegan chocolate mousse, Cherry clafoutis, Galette des Rois.

What are the challenges faced by pastry chefs in hotels?

The challenges for pastry chefs in hotels are multifaceted. One significant hurdle is catering to diverse dietary restrictions and preferences without compromising on flavor and quality. For a pure-vegetarian property like ours, sourcing



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ingredients that align with our ethos while ensuring they meet international standards is a constant focus. Additionally, managing the costs of premium, sustainable ingredients and staying ahead of global trends in a competitive market is challenging.

What are the ingredients dominating the Indian palate when it comes to desserts?

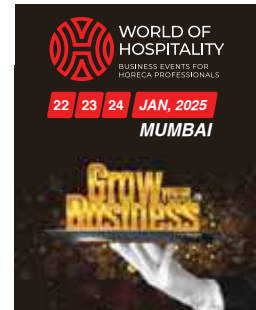
Indian guests are drawn to desserts with comforting, nostalgic flavours. Ingredients like jaggery, coconut, rose, and saffron dominate palates due to their familiarity. At the same time, international elements like dark chocolate, exotic fruits and nuts are gaining popularity. Combining these with local influences creates desserts that appeal to a broad audience.

How can sustainable pastry be practiced? Can you give some examples of practices that you have incorporated?

Sustainability is an integral part of modern baking. At Sheraton Indore, we've implemented several practices to minimise waste and promote eco-friendliness.

- **Using Local Ingredients:** We prioritise locally sourced, seasonal produce to reduce our carbon footprint.
- **Repurposing By-products:**

Ingredients like fruit peels and bread crusts are creatively used in recipes to



minimise waste.

- **Eco-friendly Packaging:** All takeaway baked goods are packed in biodegradable materials.
- **Any new dishes you created for the season?**

For this season, we have introduced a range of desserts that reflect our vegetarian ethos and creative flair. Highlights include:

- **Coconut Jaggery Tart:** A gluten-free tart with coconut cream and jaggery filling.
- **Rose Pistachio Opera Cake:** A blend of delicate rose flavor and the crunch of pistachios.
- **Vegan Mango Cheesecake:** Crafted with fresh Alphonso mangoes and plant-based cream.

As we step into a future shaped by innovation and sustainability, Sheraton Indore's bakery section continues to delight guests with its commitment to quality, creativity, and tradition – all within the realm of vegetarian excellence. ■



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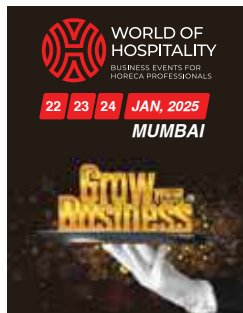
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Innovative non-woven solutions for the hospitality industry

Mumbai-based Chaitanya Fibres, a leading entity of the Chaitanya Group, has been a trusted supplier of non-woven fabric products since 1997. Specialising in high-quality, functional items like laundry bags, disposable slippers, and aprons, the company caters to the diverse needs of the hospitality sector with a steadfast commitment to excellence

Operating under the Chaitanya Group, established in 1989, the company has expanded its offerings over the last 15 years to deliver tailor-made solutions for the hospitality sector, enhancing operational efficiency and guest satisfaction. With a product range that spans essential hospitality items like laundry bags, newspaper bags, chef caps, disposable slippers,

bed sheets, aprons, and facial gowns, Chaitanya Fibres ensures versatility and quality. These



products are designed to meet the specific needs of hospitality clients, offering practical

solutions that uphold hygiene standards, convenience, and aesthetic appeal.

The company prides itself on manufacturing excellence, using advanced technology and high-grade materials to deliver consistent quality. Whether it's a durable shopping bag or a disposable headrest cover, the brand ensures that each product meets industry standards, offering durability and cost-effectiveness.



**PARIKSHIT
TAPARIA**

The expertise of the Taparia family underpins the company's success. Pramod Taparia, Managing Director, a mechanical engineer with three decades of experience,

oversees finance, manufacturing, and administration with precision. Chaitanya Fibres' unwavering dedication to meeting client needs sets it apart. By offering customisable solutions and adhering to timely deliveries, the company has built a reputation for reliability. Their customer-centric approach has made them a preferred vendor for hospitality establishments seeking dependable and innovative non-woven product solutions.

The brand continues to redefine the non-woven product landscape for the hospitality industry, combining quality, customisation, and customer satisfaction. As the company grows its reach and diversifies its offerings, it remains a vital resource for businesses striving to enhance their operational capabilities and guest experiences, they will be showcasing the WOHXpo in Mumbai from 22-24 January 2025 at Nesco Grounds. ■



ITDC elevates Maha Kumbh 2025 experience with exclusive luxury camps

IWOH News

THE INDIA TOURISM DEVELOPMENT Corporation (ITDC) has announced its exclusive Camp Site for the Maha Kumbh Mela 2025, to transform the spiritual journey of Maha Kumbh into once-in-a-lifetime luxurious experience.



Located near the prestigious Sangam VIP area, ITDC's Camp Site will redefine hospitality for the millions of pilgrims and visitors attending this grand event, which will take place from January 13 to February 26, 2025 at Prayagraj.

The ITDC Camp Site promises a seamless blend of spirituality, comfort, and modern amenities. It features Super Premium Suites, Premium Suites and Deluxe Suites, each tailored to provide a serene and comfortable environment. This ensures that visitors can fully immerse themselves in the spiritual essence of the Maha Kumbh Mela while enjoying world-class accommodations. In addition, ITDC has curated series of activities at campsite ranging

from Yoga & Meditation, Ethnic food sessions to cultural delights and more. Celebrating India's vibrant tangible and intangible heritage, further enriching the experience for all guests.



Speaking about the initiative, M.R. Synrem (IAS), Joint Secretary, Ministry of Tourism, GoI said, "The Maha Kumbh Mela is not just an event; it's a spiritual awakening for millions. Our aim with the ITDC Camp Site is to elevate this pilgrimage by offering a safe, comfortable, and memorable experience for all our visitors. By merging spirituality with ITDC hospitality legacy, we are committed to making this Kumbh Mela an unforgettable journey."

Adding to this, Lokesh Kumar Aggarwal, Director Finance, ITDC, stated, "The ITDC Camp Site at the Maha Kumbh Mela 2025 is designed to cater to the needs of a diverse audience, from domestic pilgrims to international visitors. We are excited to welcome everyone to experience the grandeur of this event with the finest accommodations and unparalleled curated experiences." ■

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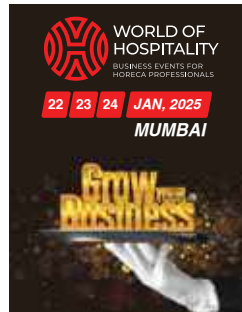
Bird Foods plans to expand to 50 outlets by 2026

Bird Foods, the culinary vertical of Bird Group, is redefining India's Quick Service Restaurant (QSR) and casual dining landscape with bold expansion plans and a commitment to sustainability. In an exclusive interview, **Rahul Sehgal**, Business Head, Bird Catering & Lounges shares insights into their vision of scaling to 50 outlets across its diverse portfolio, including The Indian Stories, KaChing, Spice Nama, and Eat.co.

BY SALONI BHATIA



With QSR and casual dining segments rapidly evolving in India, How does Bird Foods plan to stand out amidst increasing competition?



Bird Foods focuses on providing an exceptional dining experience by serving delicious food that aligns with Indian tastes while ensuring top-notch quality. We differentiate ourselves through a combination of unique recipes, efficient operations, and technology to cater to modern customer expectations. Our attractive meals and combos are both budget-friendly and profitable, allowing us to keep our menus fresh and exciting. By introducing innovative dishes monthly, we maintain customer engagement and interest. Additionally, our live stations at all outlets allow customers to watch their meals being prepared and customise the spices and protein to their preferences.

With sustainability as a major trend in the food service

industry, how will you focus on creating sustainable kitchens in both the models?

At Bird Foods, sustainability is a key priority. We use energy-efficient kitchen equipment with timers that switch devices to standby mode when not in use. Our food production is carefully calculated daily to minimise waste, and we use reusable, eco-friendly packaging across all outlets. Additionally, we source fresh vegetables from local suppliers to reduce transportation



emissions and support the community. By avoiding frozen products and repurposing waste water from RO machines to clean utensils, we ensure our kitchens are greener and more resource-efficient.

How do you plan to balance innovation and consistency across these brands while scaling to 50 outlets by 2026?

Innovation and consistency are key to our growth. We will keep recipes,

processes, and quality the same across all outlets while introducing new and exciting menu options. By training our teams well and using a centralised kitchen model, we ensure every customer gets the same great experience. At the same time, we will adapt to local tastes to keep things fresh and relevant.

How can a growing brand leverage technology to enhance customer experience while optimising operations?

Technology helps us improve service and operate efficiently. We use mobile apps for audits and daily operational checklists to keep processes streamlined. These tools allow area managers to monitor live images from all outlets and receive notifications if any outlet deviates from the checklist. We also use AI-driven customer feedback systems to engage with customers, understand their concerns, and act on their feedback effectively. For operations, technology aids in tracking inventory, forecasting demand, and scheduling staff efficiently. Real-time monitoring ensures consistent quality in food and service. With these tools, we build a smarter and more customer-focused business. ■

NRAI seeks support in the Union Budget

IWOH News

ACCORDING TO THE NRAI INDIA Food Services Report 2024, the restaurant industry is expected to reach ₹7, 76,511 crore and grow at an 8.1% CAGR by 2028, making it the third-largest food services market globally. The industry, which now accounts for 1.9% of India's GDP and employs 8.5 million people, is predicted to produce more than 10.3 million jobs by 2028. Despite its vibrant growth trajectory, the sector faces several challenges, including Rising Input Costs, Denial of Input Tax Credit, Complex Regulatory Compliances, Delivery Dynamics and Limited Operating Hours.

In light of the above, the NRAI humbly seeks the attention of the Hon'ble Finance Minister on the following key recommendations, which will be a tremendous help towards the development of the sector:

Restoration of GST Input Tax Credit: In addition to the existing 5% slab without ITC, a new slab of between 12% and 18% GST with ITC as the Government deems fit, may kindly be introduced for restaurants not located in hotels with room tariff of more than Rs 7,500/-.

Review of Notification for GST on Commercial Leases through RCM: The notification has caused inflationary pressure on most of the smaller restaurants and MSME business owners who were generally renting from unregistered dealers and cannot be in composition due to section 9(5) requirement of being registered. Since the restaurant sector does not get Input Tax Credit, it is requested to either exclude the entire restaurant industry from the applicability of Notification No 09/2024 dated 08th October 2024, or for a roll back of the notification.

Reinstating Service Export from India Scheme (SEIS): The discontinued SEIS scheme is recommended to be reinstated with a duty credit of 5% of the forex earned by the restaurant entities.

Reduction of GST on Bagasse and Other Eco-Friendly Materials: Reduction in GST on bagasse from current 12% (against 5% for plastic) will largely accelerate the usage of eco-friendly packaging solutions.

Reduction of GST on Commercial Rentals (Revenue Share): The current revenue share commercials liable at 18% GST, are recommended for reduction to 5% GST. ■



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Energy-efficient cooling: Transforming hospitality and commercial spaces

As sustainability takes centre stage in hospitality and commercial spaces, E-Cool is paving the way with innovative cooling solutions that combine energy efficiency, eco-friendliness, and superior performance. **Jatish Jain**, Director, S.S.Appliances (E-Cool) speaks to **IWOH News** on how the product stands out with its features

From bustling kitchens to luxurious banquet halls, the brand's extensive range of duct air coolers, HVAC systems, air chillers, air washers, AHUs, exhaust fans, mist fans, pedestal fans, tent coolers, domestic coolers, and floor fans is crafted to meet the unique demands of modern businesses. E-Cool's focus on sustainability goes beyond just reducing energy consumption. It encompasses every aspect of cooling design and functionality to enhance operational efficiency while



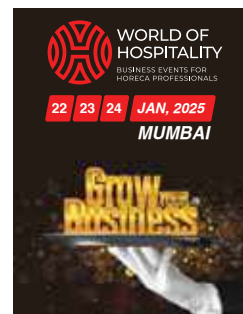
“**By prioritising energy-saving solutions, businesses can enhance their operations while reducing their environmental footprint**



prioritising environmental impact.

Jatish Jain, Director, S.S.Appliances (E-Cool) highlights, “Our products use cutting-edge technology and smart systems to significantly lower carbon footprints while delivering reliable cooling. Be it energy efficiency, our cooling systems are designed to reduce power usage without compromising on performance, making them cost-effective and eco-conscious. From compact domestic coolers to robust HVAC and AHU systems for large-scale operations, E-Cool's solutions cater to diverse cooling

needs. Furthermore, we have eco-friendly manufacturing, built with materials and processes that



align with global green standards, our products promote environmental stewardship.”

He further added, “Energy-efficient cooling systems play a pivotal role in reducing operational costs and carbon emissions. By using smart technologies and

optimising airflow, E-Cool ensures that businesses not only save energy but also contribute positively to global sustainability goals. Our products align with certifications such as IGBC, LEED, and ISO 14001, ensuring compliance with international standards for energy efficiency and environmental responsibility.”

E-Cool is a one-stop solution for all cooling needs, blending performance, efficiency, and eco-consciousness. With E-Cool, create spaces that are cooler, greener, and smarter—because every degree saved counts toward a better tomorrow. ■

STAAH hosts it's first networking event in Dehradun

IWOH News

STAAH, A LEADING GLOBAL hospitality solutions provider, recently concluded its successful networking event in Dehradun, a city emerging as a burgeoning destination for accommodation providers.

Held at the Patio Terrace Restaurant at Hotel Boulevard, the STAAH Dinner event facilitated meaningful discussions on leveraging innovative technology to optimise hotel operations, boost revenue, and elevate guest experience. Hospitality professionals from Dehradun explored new opportunities and strategies for the growth of the hotel sector in the region. Industry experts discussed emerging trends that will shape the future of the accommodation business in North India.



STAAH representatives – Shoaib Ali (National Sales Head - India), Purvi Ramani (Business Head Key

Relationships), and Manish Pant (Senior Business Development Manager) – shared valuable insights on the evolving landscape of hospitality technology.

“We are very thrilled by the amazing response to our first ever Networking Dinner event in Dehradun. The city is emerging as a lucrative destination, attracting a huge influx of renowned hotel brands eager to establish their presence here. We are looking forward to strengthening our relationships with our existing hotel partners while also engaging with potential properties, wanting to streamline their distribution strategy and expand their business.” said Ali.

The event witnessed an impressive lineup of high-profile attendees from the hospitality sector including Deepak Sharma, General Manager of Red Fox; Upendra Aswal, General Manager of Clarks Inn Express; and Ashutosh Rana, Front Office Manager of Hotel Boulevard. Notable industry leaders such as - Arun Gupta and Sandhya Gupta, the owners of Shaheen Bagh, along with Deepak Rautela, Group General Manager of The Solitaire, also graced the occasion, adding significant value to the networking.

Headquartered in New Zealand, STAAH is a hospitality technology platform helping accommodation providers (hotels, motels & vacation rentals) to grow online bookings & revenue with a user-friendly platform to manage Online Travel Agents (OTA), direct bookings, and online reputation. ■

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REVOLUTIONISING COMMERCIAL KITCHENS WITH AUTHENTIC ASIAN SAUCES

Since entering India in 1995, Lee Kum Kee has become a trusted partner for commercial kitchens, offering 24 premium sauces tailored to Indian culinary needs. From enhancing flavours across cuisines to supporting chefs with ready-to-use solutions, **Ashok Pandey**, Associate Business Director, LKK India & MEA speaks to IWOH News on how the brand continues to support the evolving HoReCa industry

What are the various product offerings by LEE KUM KEE that are in demand for the India market?

Lee Kum Kee, established by Lee Kum Sheung in 1888 in Hong Kong, entered the Indian market in 1995. With over 300 premium products in its global portfolio, Lee Kum Kee is renowned for its high-quality Asian sauces and condiments, ensuring product excellence from farm to fork.

In India, we offer 24 carefully curated products across six key categories:

1. Oyster Sauce
2. Soy Sauce
3. Chilli Sauce
4. Cooking Ingredients
5. Convenience Sauce
6. Gourmet Sauce

Each product is meticulously designed to meet the demands of the Indian market while adhering to country-specific compliance standards, as directed by the Food Safety and Standards Authority of India (FSSAI)

How has the usage of sauces evolved in commercial

kitchens in the India market?

The use of sauces in India has significantly evolved, driven by changing consumer preferences and culinary innovation. Lee Kum Kee (LKK) has been at the forefront of this



transformation, supporting chefs with premium sauces that cater to diverse needs:

1. Expanded Culinary Applications

Chefs now use LKK sauces like Oyster Sauce, Soy Sauce, and Chilli Sauce across a range of cuisines, from traditional Asian to Indian and fusion dishes, enhancing Flavors and meeting evolving customer expectations.

2. Convenience and Consistency

LKK's ready-to-use sauces, such

as Convenience Sauces and Cooking Ingredients, simplify operations, maintain flavour consistency, and save preparation time in fast-paced commercial kitchens.

3. Trust in Quality and Compliance

LKK's adherence to FSSAI norms and commitment to quality have made it a trusted choice, ensuring chefs can deliver dishes that are both authentic and safe.

4. Adaptability Across Menus

Sauces like Soy Sauce and Oyster Sauce are now being used beyond Asian cuisine, adding umami to curries, marinades, dressings, and even Indian gravies.

5. Chef Training and Innovation

LKK supports chefs through recipe development, workshops, and menu innovation, helping them maximise the versatility of sauces while adapting to modern culinary trends.

From flavour enhancement to operational efficiency, LKK's



ASHOK PANDEY

sauces have become indispensable in Indian commercial kitchens, aligning with the evolving demands of the HoReCa industry.

Any new trends that you see paving way for your products?

For Lee Kum Kee, several trends are shaping the demand for its products in India:

• Rising Popularity of Asian Cuisine:

With Indian consumers increasingly exploring global flavours, the demand for authentic Asian dishes is growing. This trend creates opportunities for Lee Kum Kee to introduce sauces that bring genuine Asian tastes to both commercial and home kitchens.

• Convenience and Consistency:

Professional kitchens seek products that save time without compromising on quality. Lee Kum Kee's ready-to-use sauces are perfectly aligned with this need.

• Customisation and Versatility:

Chefs value versatile sauces that allow for creativity while delivering authentic flavours. Lee Kum Kee's products are designed to inspire innovation while staying true to their Asian roots.

• Fusion Flavors:

The blending of Asian ingredients with Indian cuisine is on the rise. Lee Kum Kee's sauces can play a pivotal role in creating unique fusion dishes that resonate with local palates.

How do you feel shows like Incredible Chef Challenge help a brand?

Participating in programs like the Incredible Chef Challenge allows the brand to connect with aspiring chefs, providing them with hands-on experience and showcasing the versatility of our sauces. ■

Uppal Brewers & Distillers to debut with SOORAH! Whisky in January

IWOH News

ALCO BEVERAGE INDUSTRY VETERAN Ankur Sachdeva, Kanhav Uppal, Uppal Group and Manish Uppal, Chairman and Managing Director of the Uppal Group, have united to create Uppal Brewers & Distillers (UBD) with the objective of transforming the premium spirits segment. Their first offering, SOORAH! Finest Blended Indian Whisky, is set to launch in January, 2025.

Initially available in Delhi, the company has robust plans to broaden its reach across India and into international markets in the coming years. Priced at Rs 1700 in Delhi, SOORAH! offers an enticing combination of premium quality and accessibility.

SOORAH! embodies the essence of exploration, skillfully integrating carefully curated ingredients with the expertise of a seasoned blender. Distinguished by its ability to seamlessly combine contemporary appeal with respect for tradition, SOORAH! derives its name from the Hindi words “soo” meaning good, and “rahi” meaning traveler. The name symbolises the era of discovery and travel that the Indian alcohol beverage space has experienced in the last few years. The packaging also incorporates symbolic elements such as a compass and North Star, indicating guidance and ambition.

“This entrepreneurial leap is an exciting challenge. Our focus is on creating brands that resonate with discerning consumers and SOORAH! is our first step. Our vision with SOORAH! is to introduce an Indian whisky that goes beyond expectations while celebrating our cultural roots,” said Ankur Sachdeva, CEO and Co-Founder of Uppal Brewers & Distillers (UBD). “This venture denotes a commitment to excellence at every level; be it blending, packaging, or the overall experience. We aim to create a product that resonates with consumers who value quality, elegance, and a sense of pride. SOORAH! is a representation of evolution, discovery, and aspiration for modern India.”

According to Kanhav Uppal, Uppal Group, “The Uppal Group, founded over 40 years ago, has always been committed to delivering products that embody luxury, sophistication, and exceptional craftsmanship. With this unwavering dedication, we’ve made our mark in the world of real estate. Today, we bring that same passion and commitment to the alco-bev industry. We are now proud to introduce SOORAH! - our first premium blended whisky, meticulously crafted with a singular focus to offer an unparalleled experience of excellence.” ■



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ALL THE KNIVES ARE AVAILABLE IN ALL THE COLOR CODED HANDLES

Safety and energy efficiency: Essentials of modern kitchens

Since its inception in 1997, Ambica Sales and Services has maintained a strong focus on innovation and development of commercial kitchen equipment in India. The company excels in understanding the specific needs of its clients and delivers accordingly, from customised products to planning kitchens, and even undertaking turnkey projects.

The main goal of the company is customer satisfaction. Therefore, the quality of equipment and materials used are of utmost importance. It constantly innovates and develops products to keep up with changing times, helping it secure a strong brand positioning.

Safety and sustainability

Over two decades ago, the company became one of the first movers to make water level sensors mandatory in all its water usage

equipment. This contributes to the safety value of the equipment and saves manpower. This also ensures



optimum usage of the equipment and discourages water wastage. Another safety feature, it has in place for just as long is the mandatory usage of Teflon wiring in all electrical equipment, ensuring both, safety and high quality for long-term usage. These wires are durable and highly heat resistant, a necessity for kitchen safety and longevity, that the company recognised long before much of the industry caught up. “We adhere to strict safety standards based on the industry requirements to minimise the

risks that come with working in a commercial kitchen, through our equipment as well as through the planning process,” the company states.

High quality and efficiency
Equipment undergo stringent quality control during the manufacturing process, with no compromise on the quality of raw materials used in order to provide a finished product that is safe for commercial kitchens

“

Ambica Sales and Services ensures high quality of products and services, providing expertise to commercial kitchens right from the initial planning stage if required

TARUN GUPTA,
MD, AMBICA SALES AND SERVICES

and durable even after heavy usage. The company now emphasises energy efficiency to reduce environmental impact. One such advancement is the development of special electrical Hot Plates that provide faster output for live counters. This is not only useful in a fast-paced environment, but it's also energy

efficient. The company has also been an authentic local Teppanyaki manufacturer in India for two decades and counting.

Planning the kitchen, another service we provide, is also done keeping in mind efficiency, not only in terms



of convenience and speed but also energy consumption. It plans the kitchen to ensure that minimum energy usage provides the maximum possible output. The planning also takes into account sufficient ventilation to reduce energy usage and ensure the safety of kitchen staff, and keeps in mind the

cooking process to make it as seamless for the staff as possible.

Innovation and customer retention

The understanding of the needs of the market has made Ambica Sales and Services one of the pioneers in the colour coding of burners and pilot lamps. It also ensures that equipment adhere to aesthetic standards, including but not limited to bar counters with specialised colour coating and front-of-house counters with woodwork.

Its high customer retention rate is a testament to the quality of products and services. As a whole, Ambica Sales and Services ensures high quality of products and services, providing expertise to commercial kitchens right from the initial planning stage if required. It ensures strictly high quality products, holding to the highest standards, while continuing to focus on sustainability and energy efficiency, along with ease of usage and convenient planning. The company ensures to assist customers and provide prompt after-sales services should they need it. ■



Umaid Bhawan Palace Jodhpur wins Gallivanter's Guide accolade

IWOH News

UMAID BHAWAN PALACE, JODHPUR has been honoured as the 'Hotel of The Year 2024' by Gallivanter's Guide. Set above the 'blue city' of Jodhpur, the palace is recognised for its exceptional blend of heritage, luxury, and hospitality.



Manu Sharma, GM, Umaid Bhawan Palace, Jodhpur, said, "We are honoured to receive this prestigious accolade from Gallivanter's Guide. It is a testament to our commitment to preserving India's rich cultural

heritage. Umaid Bhawan Palace has long been a symbol of tradition, culture, and royal hospitality and this recognition inspires us to continue providing our guests



with authentic experiences of regal Rajasthan with the warmth and sincerity that Taj is known for."

An architectural marvel commissioned in 1928 by Maharaja Umaid Singh, Umaid Bhawan Palace blends Art Deco and Indo-Saracenic styles. Perched on Chittar Hill, this 26-acre golden sandstone masterpiece, designed by Henry Lanchester, remains the home of the Jodhpur royal family. Today, under Taj's stewardship, the palace offers guests a journey into a bygone era of grandeur, seamlessly combining modern luxury with warm Indian hospitality ■



Pasta Cooker -Table Top



Cold Salad Counter with wooden covering foldable flaps sneeze guard



Coloured Service Counter with Granite



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Cold Well



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Transforming Spaces, Elevating Experiences

How thoughtful furniture drives success in the evolving HORECA industry

In the fast-paced Hotels, Restaurants, and Catering (HORECA) sector, customer experience is paramount. Food, beverages, and service often steal the spotlight, however



furniture plays a crucial yet frequently overlooked role. Beyond simple functionality, right furniture enhances ambiance, customer satisfaction, and drives business growth. As the industry evolves, thoughtfully designed, high-quality furniture has become more vital than ever.

Creating Ambience: Setting the mood with furniture

In hospitality, ambiance is key. Whether designing a luxurious hotel lobby, a cozy café, or a trendy restaurant, the furniture you choose sets the tone. Colours, textures, and materials influence the overall atmosphere and

how customers perceive your brand. Plush armchairs in a hotel lobby create comfort and luxury, while sleek, minimalist chairs in a modern café attract a younger, trend-conscious crowd. With customers increasingly prioritising both comfort and aesthetics appeal, high-quality furniture isn't just a luxury—it's a necessity.

Adapting to evolving consumer preferences

Today's customers are no longer looking for just a meal or a place to sleep; they're after an experience. This change has prompted businesses to rethink their furniture choices. 'Instagrammable' spaces are on the rise, with restaurants and cafés investing in unique furniture pieces that encourage social media sharing and enhance the overall experience. Eco-friendly furniture options are gaining popularity, as businesses recognise the importance of aligning with consumer values.

Functionality and comfort: A dual focus

While aesthetics matter, functionality

is equally important. In high-traffic environments like hotels and restaurants, furniture must be durable, comfortable, and practical. In restaurants, for example, chairs need to be comfortable enough to allow guests to enjoy meals without discomfort, while tables should facilitate easy interaction between guests and staff. In hotels, furniture



must serve both functional and aesthetic purposes.

The rise of smart furniture

As technology continues to influence daily life, smart furniture is making its way into the HORECA industry. Charging tables, ergonomic chairs, and even furniture that adjusts to personal comfort levels are transforming customer

experiences. In modern cafés and co-working spaces, for example, smart furniture not only enhances comfort but also meets the growing demand for connectivity.

Furniture as investment: Branding and longevity

The furniture chosen is a long-term investment, representing more than just comfort—it

reflects the brand's values and message. High-quality, well-designed furniture can elevate a space, turning an ordinary restaurant or hotel into a luxury destination. Durability is another key factor. Given the high level of wear and tear furniture experiences in the hospitality industry, durability of furniture is key to ensure a consistent, fresh appeal over time.

Flexibility for multi-purpose spaces

Flexible, modular furniture is essential for venues that need to cater to a variety of events. In a restaurant, furniture may need to be rearranged for special events or different dining experiences. In hotels, lobbies or banquet halls may need to be adjusted based on guest flow or the nature of an event. Modular furniture offers versatility, allowing businesses to easily reconfigure their spaces to accommodate different needs.

Conclusion: Furniture's crucial role

Furniture chosen plays an increasingly pivotal role in shaping customer experiences, driving operational efficiency, and supporting business growth. From creating the right ambiance to offering comfort, flexibility, and functionality, furniture directly impacts a business's success. In a world where customers demand experiences over services, HORECA businesses must move beyond traditional furniture choices. ■

LT Foods launches DAAWAT Jasmine Thai Rice

IWOH News

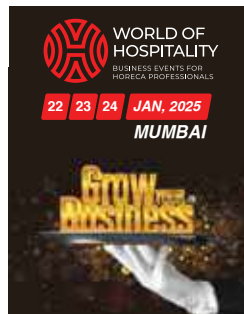
LT FOODS, AN INDIAN-ORIGIN global FMCG company in the consumer food space, has launched a Non-Genetically Modified Organism (Non-GMO) Certified global gourmet food - DAAWAT Jasmine Thai Rice for Indian consumers.

Known for its naturally fragrant aroma and soft texture, DAAWAT Jasmine Thai Rice is the authentic Thai Hom Mali, sourced from Thailand. This latest addition to the DAAWAT portfolio underlines the company's commitment to introducing global gourmet food to Indian consumers, catering to the aspirations of those seeking diverse global culinary experiences at home. It also marks another milestone in the company's journey to diversify its product range and align with the evolving food preferences of consumers.

DAAWAT Jasmine Thai Rice pairs excellently with classic Thai curries to even fusion dishes. Its versatility makes it an ideal choice for any Thai and oriental recipe. DAAWAT Jasmine Thai Rice has been launched nationally on all leading E-Commerce platforms such as Amazon, Blinkit, Zepto, Big Basket, Swiggy Instamart and select gourmet stores.

Ritesh Arora, CEO, India Business & Far East, LT Foods, said, "We are excited to announce the launch of DAAWAT Jasmine Thai Rice in India, a significant step in our premiumisation strategy as we continue to expand our portfolio with high-quality, specialty rice that caters to the evolving tastes of discerning consumers. As Indian consumers are increasingly exploring global cuisines, we are dedicated to bridging this gap by bringing global gourmet food to their home. The introduction of DAAWAT Jasmine Thai Rice is a testament to our commitment to innovation and our understanding of the modern consumer's palate."

K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods, said, "With the growing love for Thai cuisine in India, we are delighted to introduce DAAWAT Jasmine Thai Rice - the original Thai Hom Mali rice known for its finest quality. We are confident that this premium offering will resonate with food lovers seeking an authentic culinary experience in their own kitchens. At DAAWAT, we believe that every meal is a celebration of flavours, and this rice is sure to elevate the dining experience for those who appreciate the finest aspects of Thai cuisine." ■



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REVOLUTIONISING THE CLEANING EQUIPMENT INDUSTRY IN INDIA

In a significant development within the Indian cleaning equipment industry, Rossari Professional has partnered with Hako, a renowned leader in the field of cleaning machines and services. This collaboration promises to transform the landscape of cleaning solutions in India through technological innovation, enhanced service delivery, and a commitment to sustainable practices. As urbanisation accelerates and cleanliness standards rise, this partnership positions both companies to meet the growing demands of various sectors, including healthcare, hospitality, and manufacturing.

Changing landscape of cleaning

The cleaning equipment industry is undergoing a paradigm shift due to increasing awareness of hygiene, the impacts of the COVID-19 pandemic, and rising urbanisation rates. Traditional cleaning practices often fall short of effectively maintaining cleanliness and are not environmentally friendly. Moreover,

businesses are recognising the need for efficient, cost-effective, and sustainable cleaning solutions that can save time and labour while ensuring thorough cleaning.

Rossari Professional's prowess in surface hygiene and cleaning chemicals, combined with Hako's advanced machinery, creates a powerful synergy. This partnership aims to integrate cutting-edge technologies into cleaning processes, allowing for increased efficiency and effectiveness. By adopting smart technologies, such as advanced sensors and automation, the cleaning process can be streamlined, resulting in substantial time savings and improved results.

Enhancing technology and service delivery

Rossari Professional is known for its commitment to quality and innovation. With this new collaboration, the organisation can leverage Hako's established expertise in producing high-performance cleaning machinery. Together, they seek to revolutionise the industry with new offerings that elevate



“

Our collaboration with Hako represents a key step toward addressing the evolving needs of the cleaning industry in India. By combining our expertise, we are not only enhancing the technology available but also ensuring that our clients receive superior service

VANCHINATHAN S,
HEAD OF SALES - SAARC, ROSSARI
PROFESSIONAL

cleaning standards across various sectors.

Innovative Machinery: Hako's line-up includes the Scrubmaster and Sweepmaster series, which incorporate state-of-the-art features designed for optimum effectiveness and ease of use.

Sustainability Focus: Both companies are

committed to sustainability. Through the partnership, they plan to introduce eco-friendly cleaning solutions that minimise water and energy consumption while utilising biodegradable chemicals, aligning with global green initiatives.

Training and Support: Rossari Professional aims

to enhance service levels through comprehensive training and support for end-users. Both companies will provide in-depth training programmes that not only educate users on equipment features but also promote best cleaning practices.

Hako Scrubmaster and Sweepmaster Series

The Hako Scrubmaster and Sweepmaster series represent the pinnacle of modern cleaning technology. Here are some notable features:

Scrubmaster Series:

- **Efficient Cleaning:** Equipped with advanced scrubbing technology that ensures deep cleaning of all surfaces, reducing labour costs and time.
- **Intelligent Water Management:** This feature optimizes water usage, reducing waste and environmental impact.
- **User-friendly Control Panel:** Designed to simplify operations, enabling quick adjustments, and making the machines easy to operate for all users.
- **Compact**

Design: Perfect for navigating narrow spaces, making them ideal for various environments, including hotels, hospitals, and commercial spaces.

Sweepmaster Series:

- **Powerful Suction:** These machines effectively pick up debris from various surfaces, ensuring a thorough clean without missing a spot.
- **Versatile Applications:** Suitable for indoor and outdoor use, making it an ideal choice for

municipalities and large facilities like warehouses.

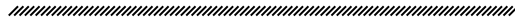
- **Ergonomic Design:** Designed for comfort and reduced operator fatigue, enhancing productivity during operation.
- **Robust Build**

Quality: Engineered to withstand rigorous daily use while delivering consistent performance over time.

Vision for the future

On this recent development, Vanchinathan S, Head of Sales - SAARC, said, "Our collaboration with

Businesses are recognising the need for efficient, cost-effective, and sustainable cleaning solutions that can save time and labour while ensuring thorough cleaning



Hako represents a key step toward addressing the evolving needs of the cleaning industry in India. By combining our expertise, we are not only enhancing the technology available but also ensuring that our clients receive superior service. Together,

we are committed to delivering sustainable and effective cleaning solutions that meet the highest standards."

The partnership between Rossari Professional and Hako signifies a turning point in India's cleaning equipment industry. By combining

innovation, quality, and thorough training, this collaboration aims to set new benchmarks in the cleaning sector. As the industry adopts more advanced technologies and sustainable practices, the benefits will extend far beyond mere cleanliness—ultimately enhancing the quality of life in communities across India. Together, Rossari Professional and Hako are not just cleaning surfaces but are also polishing the future of cleanliness and hygiene in India. ■



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INDIAN BREADS RISE AND TANDOORS SHINE

Dhruv Narula | Manager, Growth — Rajj Tandoors

It is interesting to note that two of the most loved Indian breads bagged top spots in Taste Atlas' prestigious 2024-25 list of the '100 Best



Foods' in the Bread Category, Butter Garlic Naan (3rd) and Amrisari Kulcha (5th) – both cultural treasures embodying regional traditions and culinary mastery.

One common element in crafting these globally adored breads is the hot tandoor oven—a traditional tool that has stood the test of time. Yet, in a world where modern India's palate increasingly explores diverse cuisines, the spotlight on tandoor cooking is fading.

This raises an intriguing question: can we revive this age-old technique while reimagining it for a contemporary audience? The answer could be—by blending guest engagement with

design innovation, and one restaurant offers a fresh take on this culinary tradition.

Located in Hyderabad, Oye Kake by Flavour Pot Foods takes pride in its contemporary take on traditional Indian dining. At the heart of its design lies the tandoor kitchen—a vibrant space encased in glass that allows diners to witness the art of tandoor cooking first hand. Pankaj Gupta, Partner in the company, passionately explains: "The glass-walled tandoor kitchen highlights

process of making their own naans or parathas. "Naan has earned its place



in the dictionary, and it's time chefs behind such treasures receive similar recognition,"

temperatures to achieve the perfect cook. One tandoor operates at 270-

300°C—ideal for faster-cooking dishes like naans, tandoor rotis, and laccha parathas," Pankaj elaborates.

On the other hand, layered breads like kulchas, with their delicate structure, require a low-heat tandoor (180-210°C), known in tandooria language as meethi sekh. This careful control ensures an even crispness across the layers, creating the perfect balance of textures in each bite.

This dual oven setup is what enables the talented chefs to craft each bread with precision, showcasing the craftsmanship behind traditional tandoor cooking. The decision to place

the tandoor in full view was a conscious effort to break from traditional kitchen layouts, where tandoors are often hidden away in a corner due to the heat they generate. "In most kitchens, tandoor is tucked away out of sight. We wanted to change that. By making the tandoor a centerpiece, we not only highlight the craftsmanship but also communicate our commitment to hygiene and transparency," he adds. Whether in a larger establishment or a smaller setup, the idea underscores the importance of showcasing the authenticity, cleanliness, and skill behind each dish.

Experiential elements in dining, especially in cooking, are for the brave. Reviving traditions while elevating the guest's culinary journey is a rewarding challenge. By placing the tandoor kitchen at the forefront, establishments celebrate craftsmanship, authenticity, and transparency, fostering a deeper connection to India's rich culinary heritage. ■

By placing the tandoor kitchen at the forefront, establishments celebrate craftsmanship, authenticity, and transparency, fostering a deeper connection to India's rich culinary heritage

the craftsmanship of tandoorias—a dying art. While the world admires sourdough and ciabatta, true artistry lies in making Indian breads like naan and kulchas in a tandoor."

The restaurant also allows guests to participate via workshops in the

he adds, leaving guests with a deeper appreciation behind the craftsmanship for these timeless creations. The techniques used in the tandoor kitchen showcase both precision and artistry. "We use two different tandoors, each set to specific

Raffles Goa Shiroda and Fairmont Goa Shiroda

ACCOR, A WORLD-LEADING hospitality group with more than 1,000 properties across the Middle East, Africa and Asia Pacific, has announced a partnership with Dangayach Group to develop two new luxury hotels in Goa. Raffles Hotels & Resorts will deliver its legendary service and spirit of enchanted glamour to Raffles Goa Shiroda, an extraordinary resort featuring 120 luxury villas set across 27+ acres. The hotel will share a beachfront club with the 56+ acre, 400-room Fairmont Goa Shiroda, featuring the heartfelt service, awe-inspiring public spaces, and locally inspired cuisine for which Fairmont Hotels & Resorts is known. Both destinations are planned to open by 2030.

Both hotels will each offer a distinct experience reflective of the individual brands. Both hotels will include a diverse and lively mix of restaurants, bars, and lounges, along with the very best in wellness, fitness, spa, pool, and retail diversions. For weddings, events, celebrations, and conferences, the properties will include

multi-purpose ballrooms with elegant meeting rooms and bridal suites. Raffles Goa Shiroda will delight guests with many of the brand's signature features, including gracious accommodations, a Long Bar, and culturally significant design in addition to Raffles' unparalleled Butler Service. Fairmont Goa Shiroda will connect guests with the destination, offering an array of special moments and personalized experiences to mark guests' celebratory occasions. The two hotels will share a private beachfront club, providing guests with a luxurious experience on the Arabian coast. The hotels will be developed in accordance with Accor's stringent ESG guidelines, and once opened, will abide by Accor's energy performance reporting tools, sustainability standards, and third-party eco-certification. ■



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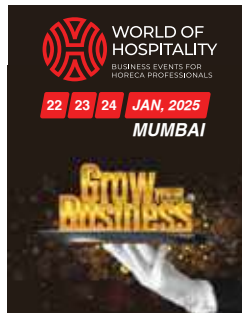
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The Postcard in the Durrung Tea Estate, Assam

CONTINUING ITS LEGACY OF OFFERING transformative and intimate luxury holiday experiences, The Postcard Hotel announced the opening of its latest hotel in the North-Eastern region of India, The Postcard in the Durrung Tea Estate, Assam. Nestled in the tranquil tea gardens of Assam, this boutique hotel is spread across 1400 acres of sprawling tea plantations, offering one of the world's finest teas, along with endless discoveries immersed in nature, regional cuisine, guided destination trails, and more.

The hotel invites guests to immerse themselves in a unique retreat, set against the expanse of a verdant tea estate. Guests can choose to stay in the meticulously



restored Planters' Bungalow, a relic of colonial elegance, or in the contemporary Luxury Chalets nestled amidst the tea gardens. Each space retains its authentic charm, offering a window into the early days of India's tea trade, complemented by breathtaking views of Assam's pristine landscapes. While the Planters' Bungalow captures the grandeur of a bygone era, the Luxury Chalets seamlessly blend modern luxury with the serene beauty of the natural surroundings.

Beyond the tea estate, the hotel offers a gateway to some of Assam's most iconic experiences.

Guests can explore the wilderness of Kaziranga National Park, home to the endangered one-horned rhinoceros, or immerse themselves in the spectacular beauty of Nameri National Park, a haven for birdwatchers and nature lovers. Adventurous souls can enjoy activities such as rafting on the Jia Bhoroli River, while cultural enthusiasts can visit Pakke, a vibrant locale showcasing Assam's artisanal crafts and traditions.

The culinary offerings at The Postcard in the Durrung Tea Estate pay homage to Assam's diverse cultural heritage. The menu is inspired by the culinary traditions of the Singpho and Ahom tribes, featuring authentic dishes crafted with locally sourced ingredients. Guests can indulge in flavors that reflect the region's rich history and culinary innovation, from hearty tribal recipes to delicacies infused with Assam's signature herbs and spices. ■



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Ishaan Sarovar Portico, Deoghar

SAROVAR HOTELS & ISHAAN GROUP announced the opening of Ishaan Sarovar Portico, Deoghar, an inviting retreat that caters to pilgrims, leisure travellers, and business guests alike.



Strategically located in the sacred city of Deoghar, the hotel seamlessly blends modern hospitality with the serene and spiritual ambiance of the region, offering an enriching experience to every guest. This exciting addition to the Sarovar portfolio sets a new benchmark for luxury hospitality in the region, offering modern amenities, exceptional service, and an unforgettable stay for both

business and leisure travellers. With 52 elegantly designed rooms and suites across Deluxe & Premium Rooms and Executive Suites, Ishaan Sarovar Portico sets a new standard of comfort and sophistication in Deoghar. Each



room features contemporary aesthetics, plush furnishings, and modern amenities, creating a serene atmosphere perfect for relaxation and rejuvenation. ■



Ginger Diu, Jalandhar Beach

INDIAN HOTELS COMPANY (IHCL), India's largest hospitality company, recently announced the opening of Ginger Diu, Jalandhar Beach, an addition to its growing lean luxe portfolio. The 45-key Ginger Diu, Jalandhar Beach offers guests the perfect retreat to unwind and explore the captivating seaside landscapes and Diu's local attractions. The hotel includes the brand's signature all-day diner Qmin, along with a poolside bar and a

swimming pool, allowing guests to relax while enjoying scenic views of the Arabian Sea. Designed to host a variety of events, the hotel includes a spacious conference hall, ideal for meetings and conferences, with an outdoor venue by the poolside for social gatherings. Diu in Daman & Diu Union Territory, is known for its untouched shores, charming fishing villages, and rich heritage. ■



Tulip Inn Zirakpur

SAROVAR HOTELS HAS ANNOUNCED the opening of Tulip Inn Zirakpur, a modern mid-range hotel that strengthens the group's growing portfolio under the Tulip brand. As part of Louvre Hotels Group, the Tulip Inn brand offers affordable yet sophisticated accommodations, aligning with Sarovar Hotels mission to deliver quality hospitality experiences. The hotel is located just 6 km from the Railway Station, 14 km from Chandigarh International Airport, and in close proximity to popular attractions such as Elante Mall, Sukhna Lake, and the Rock Garden.

Located on the Chandigarh-Ambala Expressway, Tulip Inn Zirakpur features 68 well-designed rooms across Luxury, Executive, and Suite categories, blending comfort with functionality. The hotel's dining options include an all-day multi-cuisine restaurant offering buffet and à la carte services, as well as a cozy bar perfect for unwinding after a busy day. ■



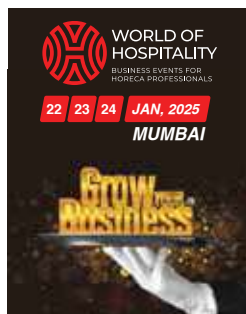
Taj Cochin International Airport

INDIAN HOTELS COMPANY (IHCL), India's largest hospitality company, has announced the launch of Taj Cochin International Airport. A harmonious blend of tradition and contemporary design, the hotel was inaugurated by Shri. Pinarayi Vijayan, Hon'ble Chief Minister of Kerala. The 111-key Taj Cochin International Airport seamlessly integrates contemporary design with

Kerala's artistic heritage, reflecting the city's vibrant spirit. Guests can indulge on a culinary journey at the all-day diner, Vista and Nonya, offering Pan - Asian flavours. The hotel features IHCL's holistic wellness brand J Wellness Circle, a state-of-the-art fitness centre and a swimming pool. With a banquet space of over 5,000 sq. ft., this hotel is ideal for hosting social and corporate events. ■

BHUMI GROUP EMBARKS ON CREATING A NEW ERA OF RETAILTAINMENT

Bhumi World, a real estate developer, is a trailblazer in the industrial sector, and is now set to redefine retail and entertainment with the launch of Bhumi World Factory



Outlet Mall, India's most promising international standard factory outlet hub spread across 18 acres of potential land encompassing India's greatest growth destination, Bhiwandi.

In fact, with the latest technology and innovative ideas, the company is set to bring forth an unparalleled shopping experience with 365 days of attractive discounts on premium, bridge-to-luxury, and top global brands.

Scope for food and hospitality outlets

“Our project will entail an impressive footfall as the mall is expected to receive 20 million visitors throughout the

year with a blend of 60% retail and 40% F&B offerings. There will be ample parking & open air attractions; in the 8-acre dedicated open to sky parking space which can accommodate 700+ cars, is strategically surrounded by F&B outlets enhancing convenience and accessibility,” elaborates Prakash Patel, Managing Director - Bhumi World. The mall's relevance is set to shift from being just a shopping destination to becoming a hub for recreational activities and experiential events.

Location is key to success
Situating on the Samruddhi



Expressway connecting Mumbai till Nagpur, the Mall is ideally positioned to attract visitors from across the

region. This prime location ensures easy accessibility and seamless connectivity, making it a go-to destination for shopping, dining, and entertainment. Bhumi World Factory Outlet Mall is set to serve an extensive catchment area of 6.5 to 8 million people, catering to the diverse demographics around the area.

Scope for different brands
Bhumi World Factory Outlet is slated to become Maharashtra's biggest F&B destination with 60+ multi-cuisine brands. It will present an unforgettable experience with a drive-through,

3-storeyed food avenue building, food court, 20+ food trucks, sports bar, sky lounge, fine dining restaurants,



PRAKASH PATEL,
Managing Director
- Bhumi World

cafes, QSRs, atrium kiosks, etc., for quick bites and speciality offerings.

A year-round destination
Bhumi World Factory Outlet will host a lot of engaging events and activities throughout the year. A dedicated 1-acre space will serve as a dynamic

event zone for flea market, fests, live shows and concerts, open mic nights, movie screenings, etc. The open-air

amphitheatre, with a seating capacity of 2,500, will be a vibrant venue for these events, creating memorable experiences for visitors.

In addition, there is scope for entertainment galore. To further enhance its appeal, the mall will feature:

- 4 miniplex theatres,
- A gaming zone spread across 25000 sq.ft.
- A soft play area and much more.

Bhumi World has partnered with One Golf, an entertainment-based golf arena spread across 4 acres, which will be one of the mall's biggest attractions. This unique feature will draw golf enthusiasts and families alike, adding a new dimension to the retailtainment experience.

“Bhumi World Factory Outlet Mall is more than a shopping destination – it's a lifestyle experience that blends retail, food, and entertainment into one comprehensive package. Whether you're looking for great deals, culinary delights, or unforgettable experiences, this is where it all comes together,” Patel sums. ■

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your to-do list, a sleep owl or just someone who appreciates feeling light and energised, its juices are your perfect treat to your soul and body providing a natural fuel you need.

Green: The commitment to sustainability starts at the source, with an elegant glass bottles and the freshest produce, Sip guilt-free, knowing you're starting your own greener movement by saying no to plastic.



from concentrate, no false claims—just pure, lean, and green goodness in every glass bottle.

Why 'No Filter'?

Pure ingredients: Every glass bottle has the goodness of handpick the ripest fruits and veggies. It is kept simple; no shortcuts, no compromises but definitely a secret ingredient which is passion.

Lean: Enjoy guilt-free indulgence; whether you are powering through a workout, conquering

The offerings:

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RUMORS - Imagine a secret meeting of grape conspirators. Red Grape Rumors are juicy, mysterious, and slightly mischievous. So raise a glass and let the rumors swirl. Cheers to health and a dash of enigma.

SUNSHINE

SQUEEZE - Bursting with vitamin C, the sunshine squeeze is a classic morning pick-me-up. It's like sipping Sunshine-refreshing, bright, and invigorating. Its homemade-like



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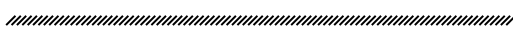
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UNLEASHED- Brace yourself for an explosion. The 100% Cranberry juice is like a zesty burst of flavor. This superhero is packed with health and goodness. Sip it to bold, mix it with wild and let your taste buds dance.

In a nutshell, the company's mantra is lean, green and clean, and it wears its ingredients on the sleeves (or label). No hidden surprises, just honest goodness, offering good vibes. So, No Filter urges everyone to dive into the unfiltered world and raise a toast for a cleaner, leaner, and greener you! ■

No filters, no added sugar, no added water, no preservatives, not from concentrate, no false claims—just pure, lean, and green goodness in every glass bottle



Movements

Angsana Oasis Spa and Resort, Bengaluru



● Angsana Oasis Spa and Resort, Bengaluru, recently announced the appointment of **Anthony Crasto** as the New Revenue and Reservations Manager. With over 2 decades of experience in the industry, Crasto brings an exceptional blend of expertise, leadership, and operational insight to this role.

Throughout his career, Crasto has held pivotal positions at esteemed brands such as, The Lalit Suri Hospitality Group, Radisson Blu, Novotel, and ITC Hotels. His proficiency in revenue optimisation, reservations management, and guest service has been instrumental in driving organisational success and building enduring client relationships.

The property also announced the appointment of **Manjula Gowda** as the Director of Sales. She brings with her over 19 years of work experience in the realm of hospitality bringing an exceptional track record of strategic vision, and revenue-driven results to this pivotal role.

Gowda's remarkable journey in the industry spans leadership roles at esteemed brands such as Ramanashree, the Hilton Group, The Chancery, Pullman, The Lalit, Mövenpick, and Raintree.

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center

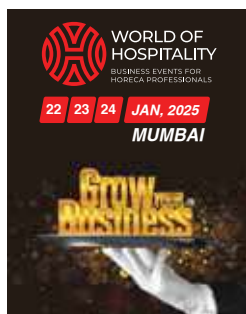


● Sheraton Grand Bengaluru Whitefield Hotel & Convention Center announced the appointment of **Richard Charlie** as Chef de Cuisine. With over 15 years of culinary expertise across some of the world's most renowned hospitality brands, Richard brings a wealth of knowledge, creativity, and a deep passion for crafting unforgettable dining experiences.

Novotel Goa Panjim



● Novotel Goa Panjim recently announced **Chef Dinesh Rana** as the head of the culinary team. With over 11 years of culinary expertise, Chef Rana brings a wealth of experience from globally renowned hospitality brands, where he has earned a reputation for his exceptional leadership, creativity, and mastery of diverse cuisines. Chef Rana's journey in the culinary world began in 2004, and his career has seen him work at some of India's most prestigious hotels, including The Oberoi Grand Kolkata, Taj Exotica Goa, Taj Jai Mahal Palace Jaipur, Grand Hyatt Goa, Sheraton Brigade Bangalore, and Marriott Hotels in Jaipur and Mussoorie.



Sheraton Grand Bangalore Hotel at Brigade Gateway

● Sheraton Grand Bangalore Hotel at Brigade Gateway recently announced the appointment of **Gaurav Tokas** as its new Director of Rooms. Tokas brings over a decade of extensive experience in the hospitality industry, with a proven track record in hotel operations, guest service, and revenue management.

In his new role, Tokas will oversee the Rooms Division's day-to-day operations, optimizing guest experiences, managing room inventory, and driving revenue growth. ■



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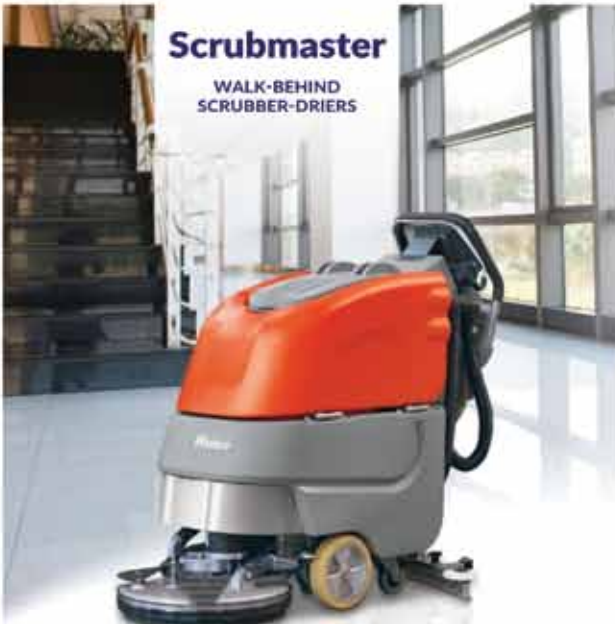


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