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COVER STORY

DYNAMICS OF F&B OPERATIONS

**TAJ CITY
CENTRE
GURUGRAM** ▶



**SHANGRI LA,
NEW DELHI**



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Playing with fire



Steena Joy
Editor
editorial@worldofhospitality.in

The recent fire at The Fairmont hotel near the T2 Mumbai airport has once again put the focus on fire safety in hotels in the country. And this is a global problem.

Istanbul Governor Davut Gül recently announced that a process had begun for reviewing hotel safety in Turkey. The announcement follows a fire at a ski resort Grand Kartal causing 79 fatalities. The process will close facilities lacking a licence or lodging certificate from the Culture and Tourism Ministry.

Global data on hotel and motel fires provides telling evidence: Business losses in this industry due to fire reached 1.5 billion USD within one year. The top causes reported were cooking facilities, electrical equipment or smoking on the premises.

Some states are taking the lead. Like Meghalaya for instance. The state government has issued a new directive requiring all hotels, lodges, homestays, resorts, and business buildings in Shillong and surrounding areas to obtain mandatory fire safety clearance.

It's not just important to install fire safety equipment. Fire safety audit and training are also essential components of ensuring safety in the food service industry. Commercial kitchens and dining areas present potential fire hazards, making it crucial for establishments to conduct regular safety audits and provide comprehensive staff training.

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Need for quality accommodation in J&K: Yasha Mudgal

IWOH News

COMMISSIONER SECRETARY, J&K TOURISM Department, Yasha Mudgal emphasised the crucial role of private-public partnerships in the growth of tourism in Jammu & Kashmir. She stressed the need for additional quality accommodation in J&K and encouraged renowned hotel chains to expand their presence in the region.

Mudgal stated this during a high-level meeting held in New Delhi, attended by key stakeholders



in the tourism sector, including K B Kachru, president of the Hotel Association of India and chairman, South Asia Radisson Hotels Group; Vikas Gupta, Director Tourism Jammu; Rakesh Wazir, president, Hotel & Restaurant Association, Katra, and chairman, PHD Chamber of Commerce & Industry Jammu region chapter, and Sana Khan, Under Secretary, Tourism J&K Government.

She noted that private players significantly contributed to the development of high-quality hotels, restaurants and infrastructure projects such as ropeways, roads etc., in the recent past.

Kachru revealed that the Radisson Group already operates several hotels in J&K, including five hotels in Kashmir and three in Jammu region and will expand its presence further in J&K. As President of the Hotel Association of India (HAI), he pledged to advocate to other domestic and international hospitality companies to establish their presence in J&K.

Many HAI members like IHCL, Lalit, IHG, Marriot, Lemon Tree etc are committed to the development of state tourism and expect to add substantially to the inventory in different segments in the Union Territory, it was stated.

Rakesh Wazir highlighted the rapid transformation of various tourist destinations around Katra, where visitor numbers increased exponentially.

Vikas Gupta emphasised Jammu's vast tourism potential, spanning pilgrimage, leisure, adventure, and health tourism. He stressed the need to direct tourists' focus toward these opportunities. ■

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Dynamics of F&B Operations

COVER STORY

The key to profitability in F&B is precision

Varun Yadav | EAM, Food & Beverage, The Claridges New Delhi

How does The Claridges New Delhi stay updated on current F&B trends, and how do you incorporate them into your menu strategy?



At The Claridges New Delhi, we continuously evolve our culinary offerings by closely monitoring global

and local dining trends, collaborating with expert chefs, seasonal menu updates, and exclusive dining memberships. The hotel's Food Concierge service personalises dining recommendations and sustainability guides our approach, ensuring every menu reflects both excellence and relevance. Also, menus are frequently updated to reflect the latest culinary trends and seasonal ingredients. The Food & Beverage team of the hotel ensures that guests' feedback is regularly taken and incorporated to refine and

enhance dining offerings. Curated memberships to the various restaurants of the hotel offer exclusive dining benefits and experiences, ensuring guests have access to the latest culinary trends.

At The Claridges, we believe that a great dining



THE F&B TEAM OF THE HOTEL ENSURES THAT GUESTS' FEEDBACK IS REGULARLY TAKEN AND INCORPORATED TO REFINE AND ENHANCE DINING OFFERINGS

experience is both timeless and ever-evolving. We honor



classic flavors while embracing fresh ideas, creating dining

experiences that feel both fresh and familiar.

How does the team manage and monitor food costs to maintain profitability while



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ensuring high-quality standards?

Maintaining quality while managing food costs is a meticulous process. Strong supplier relationships ensure access to the finest ingredients at competitive prices, while portion control and menu engineering optimise profitability without compromise. Operations are streamlined with advanced inventory management and energy-efficient practices. This allows us to maintain the highest standards while managing costs effectively.

The key to profitability in F&B is precision—sourcing smartly, minimising waste, and ensuring that every ingredient on the plate serves a purpose. Quality and cost-effectiveness are not opposing forces but elements that must work in harmony.

What methods do you use to

optimise staff scheduling and manage labour costs within the F&B department?



Efficiency in staffing is crucial for both service excellence and operational sustainability. We use data-driven scheduling systems to predict and forecast peak hours and adjust staffing accordingly. Cross-training team members allows for flexibility and seamless service. Considering staff preferences and availability, improving job satisfaction and



WE USE DATA-DRIVEN SCHEDULING SYSTEMS TO PREDICT AND FORECAST PEAK HOURS AND ADJUST STAFFING ACCORDINGLY

reducing turnover and ensuring the right number of staff is scheduled to meet demand without overstaffing or understaffing are some of the many measures that we follow. We also focus on balancing operational needs with employee well-being to ensure that our teams remain agile, skilled, and motivated.

What is your approach to conducting regular inventory checks, and how do you identify potential areas for cost reduction?

We follow a rigorous inventory management system with daily tracking

of stock movement, regular audits, and advanced forecasting tools to avoid over-purchasing or wastage. We employ thoughtful procurement strategies and the use of sustainable practices to deliver exceptional dining experiences while optimizing resources. Some of the specific measures that The Claridges New Delhi follows are mentioned below:

- **Regular Cycle Counting:** Implementing cycle counting to regularly check inventory levels and ensure accuracy, which helps in identifying discrepancies early and maintaining accurate stock records.
- **First-In, First-Out (FIFO) Method:** Using the FIFO method to ensure that older stock is used before newer stock, which reduces the risk of spoilage and wastage.
- **Inventory Management Software:** Utilising advanced inventory management software to track stock levels, usage patterns, and generate detailed

reports.

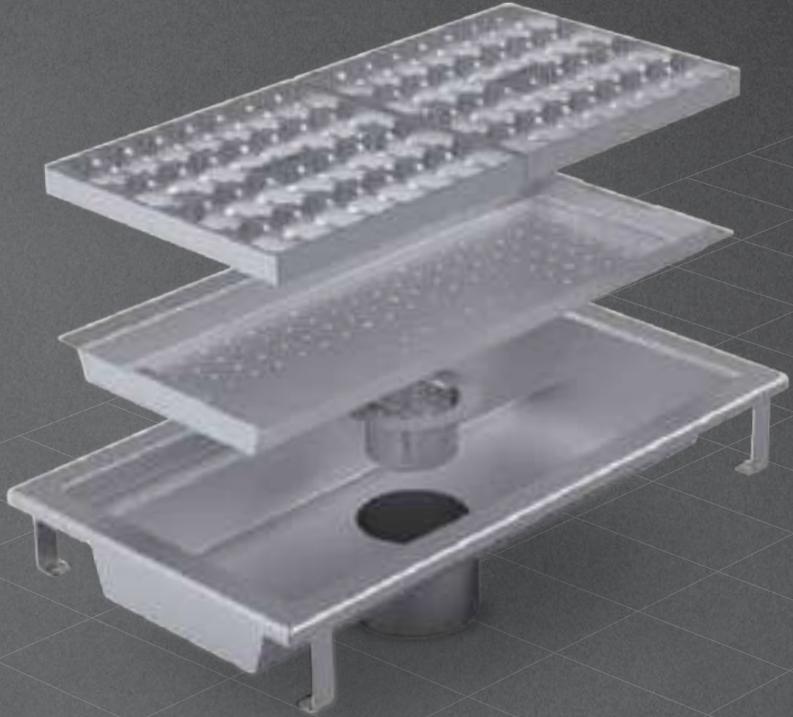
- **Usage Reports and Variance Analysis:** Analysing usage reports and comparing them with sales data to identify variances that might indicate issues like theft or over-portioning.
 - **Setting PAR Levels:** Establishing Periodic Automatic Replenishment (PAR) levels to maintain optimal stock levels without overstocking.
 - **Portion Control:** Implementing strict portion control measures to ensure consistency and reduce waste.
 - **Regular Audits:** Conducting regular audits to verify inventory records and ensure compliance with inventory policies.
 - **Supplier Negotiations:** Regularly reviewing supplier contracts and negotiating better prices to reduce procurement costs.
 - **Waste Reduction Initiatives:** Implementing waste reduction initiatives such as composting, recycling, and repurposing leftover ingredients.
- By following these methods, F&B departments can maintain accurate inventory records, reduce waste, and identify potential areas for cost reduction, ultimately improving profitability. ■



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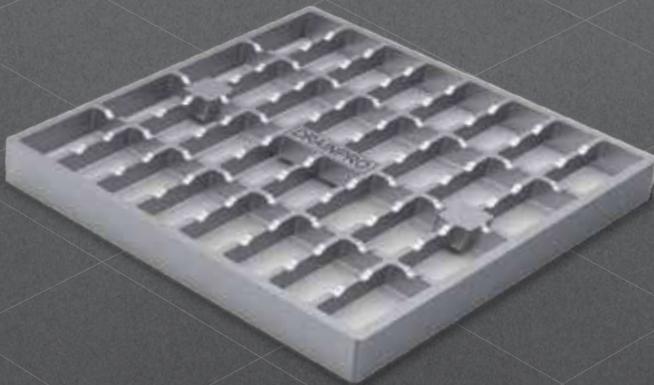
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Efficient inventory management is essential for profitability

Hasan Shaikh | F&B Manager, Taj City Centre Gurugram

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

Staying ahead of F&B trends: A strategic approach

In today's dynamic food and beverage industry, staying updated with evolving trends is essential for maintaining relevance and guest engagement. Here's how we continuously adapt and innovate our menu strategy:

Keeping up with industry trends
Industry Insights & Research: We actively track global and local F&B trends through industry reports, conferences, and insights from social media influencers, ensuring that our offerings remain contemporary and appealing.

Competitor & Guest Analysis: Monitoring competitor menus and understanding guest preferences allows us to refine our approach while maintaining a healthy, competitive edge.

Innovation & Experimentation: Collaborating with

suppliers and internal culinary teams, we explore new ingredients, cooking techniques, and presentation



styles, often integrating fusion, health-conscious, and sustainable options.

Translating trends into menu strategy
Menu Engineering: We employ data-driven insights to refine our menu, ensuring a balance between bestsellers and innovative additions.

Seasonal & Local Ingredients: Authenticity is key, and we prioritize fresh, locally sourced produce to craft vibrant, seasonal offerings.

Interactive Guest Experiences: From live stations to experiential dining elements, we create

opportunities for guests to engage with their food, enhancing overall satisfaction.

Staff Training & Communication: Our teams are well-versed in new menu offerings, ensuring they can confidently convey the story behind each dish, fostering a deeper connection with diners.



DELIVERING VALUE-DRIVEN EXPERIENCES ENSURES THAT GUESTS PERCEIVE PRICING AS JUSTIFIED BY THE QUALITY AND CRAFTSMANSHIP OF EACH DISH

By combining strategic foresight with a passion for innovation, we continuously evolve our menu to delight guests while staying ahead in the ever-changing F&B landscape.

How do you monitor and control food costs to maintain profitability while ensuring high quality standards?

Balancing food costs & quality: A strategic approach

Maintaining profitability in the



food and beverage industry requires a meticulous approach to cost control while upholding exceptional quality standards. Here's how we strike that balance effectively:
Optimising costs without compromising quality

Menu Engineering & Portion Control: Strategically curating menu offerings, optimising portion sizes, and pricing dishes effectively ensures profitability while maintaining guest satisfaction.

Vendor Management &

Inventory Tracking: Negotiating favourable vendor rates and closely monitoring inventory levels help prevent excess stock and reduce costs.

Minimising Waste & Sustainability Practices: Implementing portion control, repurposing ingredients where feasible, and adopting sustainable kitchen practices significantly reduces wastage.

Standardised Recipes & Rigorous Audits: Ensuring consistency in recipes and conducting regular inventory audits create cost transparency and operational efficiency.



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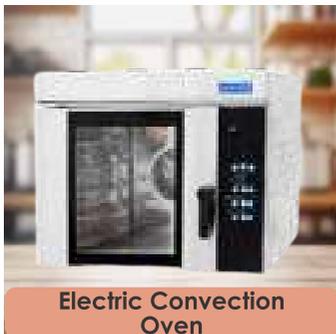
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Ensuring uncompromising quality

Sourcing High-Quality Ingredients Within Budget: Prioritising fresh, seasonal, and locally sourced ingredients enhances both flavor and cost-effectiveness.

Staff Training & Best Practices: Equipping teams with knowledge of proper food handling, storage, and preparation techniques maintains quality at every step.

Aligning Guest Perception with Pricing: Delivering value-driven experiences ensures that guests perceive pricing as justified by the quality and craftsmanship of each dish.

Continuous Quality Audits & Feedback Mechanisms: Regular quality checks and guest feedback loops drive improvements, helping refine offerings while staying ahead of expectations.

By integrating these cost-control measures with an unwavering commitment to excellence, we create a sustainable, high-quality dining experience that remains profitable and guest-centric.

What methods do you use to optimise staff scheduling and labour costs within the F&B department?

Optimising staff scheduling & labour

costs in F&B

Effective labour management is key to balancing operational efficiency and exceptional guest service in the food and beverage industry. By leveraging data-



driven strategies and smart scheduling, we ensure optimal workforce utilisation while maintaining cost efficiency.

Strategic scheduling for maximum efficiency

Data-Driven Shift Planning: Aligning staff schedules with occupancy trends, special events, and peak dining hours ensures adequate coverage without overstaffing.

Cross-Training for Flexibility: Empowering team members with multi-skill training



TRACKING RECURRING WASTE PATTERNS HELPS REFINE PORTION SIZES, ORDERING STRATEGIES, AND MENU PLANNING

enhances operational agility, minimizes idle time, and fosters professional growth.

Smart Scheduling Tools & Automation: Implementing digital scheduling platforms streamlines shift allocation, facilitates controlled swaps, and reduces manual errors.

Performance-Based Shift Allocation: Recognising high performers with preferred shifts boosts motivation, enhances service standards, and drives productivity.

Labour cost control without compromising service

Real-Time Labour Cost Monitoring: Tracking labor percentage and productivity per hour allows for proactive adjustments, ensuring cost-effectiveness.

Balancing Efficiency with Guest Experience: A well-structured workforce strategy

optimises resources while maintaining impeccable service quality.

By integrating smart workforce management solutions with strategic cost control, we create a dynamic, guest-centric environment that thrives on both efficiency and excellence.

Explain your approach to conducting regular inventory checks and identifying potential areas for cost reduction?

Management: A strategic approach to cost control

Efficient inventory management is essential for maintaining profitability in the food and beverage industry. By implementing structured audits, leveraging technology, and optimising supply chains, we ensure operational efficiency while minimising costs.

Ensuring accuracy & preventing loss

Regular Stock Audits & Surprise Checks: Conducting weekly or monthly inventory audits, including unannounced checks, helps prevent pilferage and

discrepancies.

Targeted Monitoring of High-Cost & Perishable Items: Keeping a separate record for premium and perishable ingredients enables tighter control and reduces wastage.

Smart stock management for cost efficiency

Par Level Optimisation: Setting ideal stock levels prevents overstocking while ensuring availability during peak demand.

FIFO (First-In, First-Out) Implementation: Prioritising older stock usage minimises spoilage and maximises ingredient utilization.

Waste Analysis & Reduction: Tracking recurring waste patterns helps refine portion sizes, ordering strategies, and menu planning.

Technology & Supplier optimisation

Inventory Management Software: Real-time tracking and variance analysis enhance accuracy and streamline procurement.

Vendor Negotiations & Cost Review: Regularly evaluating supplier pricing and securing competitive deals ensures cost-effective procurement.

By combining meticulous audits, data-driven insights, and supplier optimisation, we maintain a cost-effective inventory system. ■



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Building strong relationships with local suppliers plays a key role

Suranjit Sengupta | Corporate Director – Food & Beverages, Sarovar Hotels

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

In today's digital age, social media is a vital tool for staying connected with global food and beverage trends. Platforms like Instagram and Pinterest offer a window into the world of food innovation, providing a visual exploration of emerging dishes, creative plating, and new ingredients. They showcase the latest viral trends, regional delicacies, and modern twists on classic dishes, all of which inspire chefs and restaurateurs to evolve their menus and culinary approaches.

As an avid traveller, I draw significant inspiration from exploring local restaurants and bars. Each dish and drink tell a story, offering insights into regional flavours and culinary traditions. Experiencing these firsthand fuels my passion for food and informs my approach to menu development, allowing me to



curate offerings that resonate with diverse tastes.

In addition to travel, collaborations with third-party food and beverage partners, along with hosting pop-up events, bring fresh perspectives and excitement to our venues. These partnerships introduce new flavours, trends, and experiences, helping ensure our menus remain dynamic

and engaging. For me, great dining isn't just about the food—it's about creating experiences and connections with guests through discovery and innovation.

Incorporating trends into our menu strategy involves aligning new ideas with our brand identity and understanding guest preferences. We conduct seasonal reviews of our offerings, carefully integrating popular ingredients and techniques without

compromising our core values. By collaborating with our culinary team, we strike a balance between creativity and guest satisfaction,

allowing us to innovate thoughtfully while maintaining consistency.

How do you monitor and control food



BY COLLABORATING WITH OUR CULINARY TEAM, WE STRIKE A BALANCE BETWEEN CREATIVITY AND GUEST SATISFACTION

costs to maintain profitability while ensuring high-quality standards?

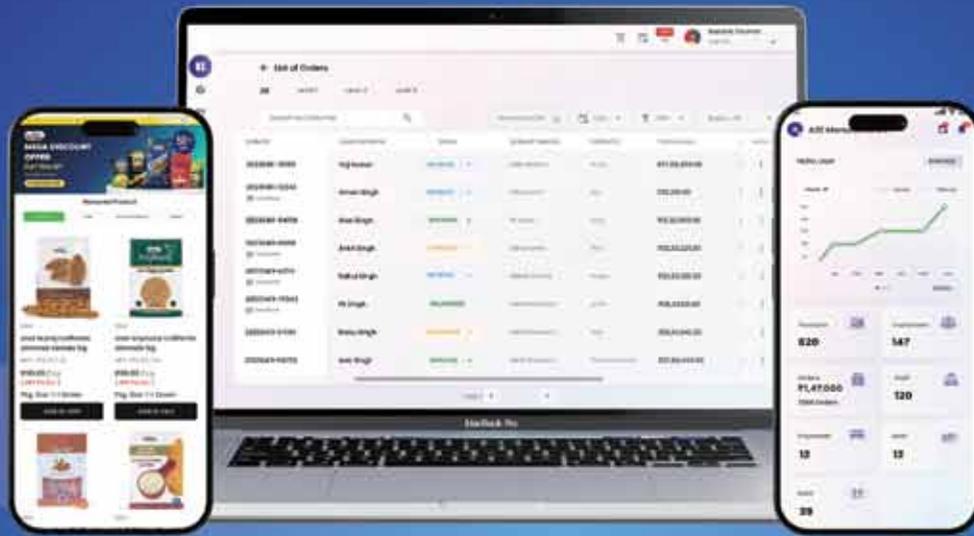
Effectively managing food costs is essential to both profitability and maintaining high-quality standards. As one of my Executive Chefs once said, "Food that goes in the stomach is not food cost; the food that goes in the bin is the real cost." Minimising waste in the kitchen is crucial, which is why we focus on sourcing quality ingredients





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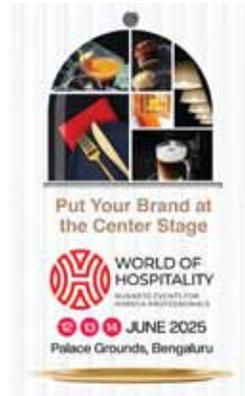
and ensuring proper receiving procedures to maximise yield and reduce unnecessary expenditure.

We utilise a comprehensive inventory management system that tracks purchases, usage rates, and waste, helping us analyse trends and identify areas for improvement. Regular staff training on portion control and waste reduction practices ensures that high standards are upheld while minimising cost.

Building strong relationships with local suppliers also plays a key role. By negotiating better prices for high-quality ingredients and adjusting the menu seasonally based on market availability, we can ensure that we offer the freshest products without overspending. This proactive approach ultimately enhances profitability while

maintaining the quality our guests expect.

What methods do you use to optimise staff scheduling and labour costs within the F&B department?



Demand-Based Scheduling & Forecasting: We leverage POS data and sales trends to predict peak hours, special events, and seasonal demand fluctuations. By anticipating busy periods—such as weekends, festivals, and special occasions—we can schedule more staff

accordingly, ensuring we meet demand while optimising labour costs during lean times.

Smart Roster Planning & Cross-Training: I implement a rotating weekly schedule that balances workloads and prevents staff burnout. Additionally, cross-training employees during off-peak seasons not only enhances team skills but also reduces staffing costs by



REGULAR INVENTORY CHECKS ARE VITAL FOR ENSURING OPERATIONAL EFFICIENCY AND CONTROLLING COSTS

increasing flexibility and allowing us to utilise employees more efficiently during busy periods.

Labour Cost Control & Legal Compliance: We monitor labour costs through

POS-integrated dashboards, aiming for a labour cost percentage of 20-35%. We minimise overtime and ensure shifts are split efficiently to prevent compliance issues with regional labour laws, such as the Shops and Establishment Act. Additionally, we maintain proper documentation for all staff shifts to comply with PF, ESI, and other relevant regulations.

Just-in-Time Staffing & Contractual Workforce: Maintaining a pool of part-time and contractual staff for peak periods, such as weekends and special events, allows us to avoid unnecessary overhead costs while ensuring we have enough manpower to handle busy times. Partnering with hospitality staffing agencies for temporary workers also gives us flexibility, reducing the need for a large permanent staff.

Employee Retention & Motivation: Reducing turnover is key to controlling labour costs. By offering clear career growth opportunities

through staff development programs and implementing a referral hiring system, we lower hiring costs and foster a motivated, engaged workforce.

Explain your approach to conducting regular inventory checks and identifying potential areas for cost reduction.

Regular inventory checks are vital for ensuring operational efficiency and controlling costs. I schedule weekly physical inventory assessments, comparing actual stock to our records. This allows us to promptly identify discrepancies and take corrective action. Routine checks also help us spot slow-moving items that may require promotional efforts or removal from the menu.

To identify cost reduction opportunities, we analyse purchasing patterns and optimise ordering processes. By leveraging just-in-time inventory techniques, we minimise storage costs while ensuring that stock remains fresh. Engaging the team in these checks also fosters accountability and encourages contributions toward improving operational processes, creating a culture of continuous improvement across the organisation. ■



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Optimise the menu by focusing on high-profit, high-demand dishes

Keshav Mehta | Assistant Director F&B, Crowne Plaza Greater Noida

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

As an Assistant F&B Director, I stay updated on food and beverage trends through a combination of competitor research, guest feedback, industry reports, and networking. I make it a point to explore top bars, restaurants, and hotels in Delhi NCR to observe menu innovations and monitor platforms like Eater, Food & Wine, and social media influencers. I engage with guests, particularly corporate travellers and event planners, using surveys and



feedback tools to understand evolving preferences. I also review industry reports from sources like NRAI, HVS, and global hospitality brands, while attending F&B expos like SIAL India and AAHAR to stay ahead. Additionally, I collaborate with suppliers and chefs to explore new ingredients and

develop creative, trend-aligned menu items.

How do you monitor and control food costs to maintain profitability while ensuring high quality standards?

I monitor and control food costs by implementing a combination



PORTION CONTROL TRAINING HELPS PREVENT WASTE, AND I PROMOTE ZERO-WASTE COOKING BY REPURPOSING VEGETABLE TRIMS AND LEFTOVERS

of strategic pricing, inventory management, and waste reduction



practices. I optimise pricing through dynamic adjustments based on demand

and food cost fluctuations, while training staff to cross-sell and upsell high-margin items. I focus on controlling inventory with the FIFO method and daily stock checks, particularly for high-cost items like meats and premium alcohol. Portion control training helps prevent waste, and I promote zero-waste cooking by repurposing vegetable trims and leftovers. Additionally, I standardise recipes and menu items, using cost sheets to track ingredient prices, and optimise the menu by focusing on high-profit, high-demand dishes. A key initiative has





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been introducing sustainable cocktails made from vegetable and fruit trims, reinforcing our commitment to both creativity and waste reduction.

What methods do you use to optimise staff scheduling and labour costs within the F&B department?

I optimise staff scheduling and labour costs by using forecasting, flexible

scheduling, and workforce efficiency techniques. I analyse historical data, event bookings, and



occupancy trends to predict busy periods and adjust staff shifts accordingly. To maximise coverage during peak times, I implement flexible shifts, including split and staggered shifts, and utilise on-call staffing for events. I also focus on cross-training staff to handle multiple roles, reducing the need for extra personnel. Additionally, I use POS data to monitor sales trends and



WEEKLY AUDITS VERIFY FIFO PRACTICES AND CROSS-CHECK PURCHASE ORDERS WITH CONSUMPTION DATA TO SPOT DISCREPANCIES

adjust staffing based on cover per server, while optimising table and section assignments to ensure maximum guest coverage.

Explain your approach to conducting regular inventory checks and identifying potential areas for cost reduction?

I ensure effective inventory management by closely monitoring high-value and fast-moving items like meats, seafood, premium alcohol, and critical beverages to prevent overuse or theft. I use a par stock system to

avoid unnecessary purchases and conduct daily spot checks on frequently used ingredients. Weekly audits verify FIFO practices and cross-check purchase orders with consumption data to spot discrepancies. Monthly, I perform full stock reconciliations, comparing physical counts with POS and procurement records to identify issues such as pilferage or overuse. Additionally, I manage banquet-specific inventory by accurately forecasting demand to prevent over-purchasing and optimise portioning to minimise waste. ■



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We use advanced cost-tracking systems to monitor food costs

Chef Vikramjit Singh Ahluwalia | Director of Culinary,
Radisson Gurugram Udyog Vihar

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

As the Director of Culinary at Radisson Gurugram Udyog Vihar, staying ahead of trends is crucial. I actively participate in industry expos, culinary conferences, and maintain strong networks with suppliers and fellow chefs to stay informed about global and regional developments. We also use data analytics and guest feedback to understand evolving preferences. For instance, there's a growing demand for plant-forward dishes,



artisanal beverages, and sustainable dining experiences. These insights shape our menu strategy, ensuring we balance contemporary trends with classic favourites, offering guests an innovative and memorable dining experience.

How do you monitor and

control food costs to maintain profitability while ensuring high quality standards?

Maintaining profitability while delivering high-quality dining is all about precision. At Radisson Gurugram Udyog Vihar, we use advanced inventory and cost-tracking



NEGOTIATING WITH TRUSTED SUPPLIERS HELPS US SOURCE PREMIUM INGREDIENTS AT COMPETITIVE PRICES

systems to monitor real-time food costs and identify areas for improvement.



What methods do you use to optimise staff scheduling and labour costs within the F&B department?

Efficient staff scheduling is essential for balancing costs and maintaining service standards. We take a data-driven approach, using historical trends and real-time bookings to forecast demand and allocate staff accordingly. Cross-training is a critical part of our strategy—it ensures team members are skilled in multiple roles, allowing us to deploy them flexibly during peak periods or events. For instance,

Negotiating with trusted suppliers helps us source premium ingredients at competitive prices. We've also implemented measures like portion control, seasonal menu planning, and cross-utilisation of ingredients to minimise waste. For example, surplus ingredients from breakfast service are repurposed thoughtfully for other meals, ensuring zero compromise on quality while optimising profitability.





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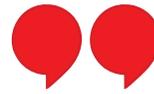
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during large-scale banquets, staff from other outlets seamlessly support operations without affecting the overall guest experience. This flexibility, combined with ongoing training, helps us optimise labour costs while

ensuring exceptional service.

Explain your approach to conducting regular inventory checks and identifying potential areas for cost reduction. Inventory management is



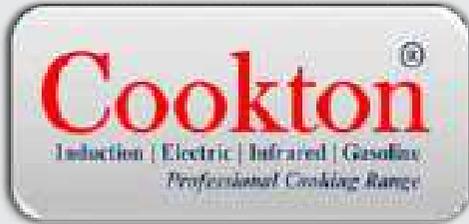
CROSS-TRAINING IS A CRITICAL PART OF OUR STRATEGY—IT ENSURES TEAM MEMBERS ARE SKILLED IN MULTIPLE ROLES



a cornerstone of operational efficiency. We conduct daily audits to monitor stock levels, track consumption, and identify potential discrepancies or slow-moving items. Implementing

the first-in, first-out (FIFO) system has significantly minimised spoilage and waste. Additionally, we analyse menu performance to phase out high-cost, low-margin dishes or rework them for better profitability. For example, if a dish isn't performing as expected, we replace it with an option that better aligns with guest preferences and operational efficiency. These efforts ensure we manage costs effectively without compromising on quality. ■





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It's all about precision and proactive planning

Nikhil Bhaskaran | Food and Beverage Manager, Shangri La, New Delhi

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

Staying ahead in the culinary world requires constant curiosity and adaptability. We actively explore new cookbook launches, which offer fresh perspectives on evolving recipes and techniques. Social media keeps



us attuned to what's trending. We also draw inspiration from renowned restaurant

entrepreneurs who are often pioneers in introducing creative



MAINTAINING PROFITABILITY WHILE UPHOLDING HIGH-QUALITY STANDARDS IS ALL ABOUT PRECISION AND PROACTIVE PLANNING



concepts. By blending these insights, we ensure our menus remain fresh, contemporary, and aligned with global culinary trends, offering guests a dining experience that's both refined and relevant.

How do you monitor and control food costs to maintain profitability while ensuring high quality standards?

Maintaining profitability while upholding high-quality standards is all about precision and proactive planning. At Shangri-La Eros New Delhi, we receive detailed food cost reports twice a week,



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A DATA-DRIVEN APPROACH HELPS US PLAN STAFFING LEVELS EFFECTIVELY, ENSURING WE HAVE THE RIGHT TEAM SIZE

which allows us to closely monitor and optimise ordering. We also conduct fortnightly audits, such as thawing checks for frozen seafood and yield audits in butchery, to minimise wastage and ensure efficiency. Additionally, our buffet chef reviews lunch bookings every

morning and shares the details with the chef's team, enabling us to plan production accurately for the day. This structured approach guarantees we deliver the finest quality while keeping costs under control.

What methods do you use to optimise staff scheduling



and labour costs within the F&B department?

Optimising staff scheduling and labour costs is a delicate balance of efficiency and guest

satisfaction.

At Shangri-La Eros New Delhi, a data-driven approach helps us plan staffing levels effectively, ensuring we have the right team size to meet demand without overstaffing. It also aids in managing leave schedules and hiring decisions, allowing us to maintain seamless operations while keeping labour costs under control. This ensures that our guests continue to receive impeccable service at all times. ■



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Sustainability and seasonality remain at the core of our strategy

Ashish Arora | Director of Food and Beverage, The Leela Palace New Delhi

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

I stay ahead of industry trends by actively engaging with global F&B leaders, attending prestigious expos like AAHAR, and closely monitoring Michelin-starred dining concepts and the World's 50 Best Bars and Restaurants. Our menu evolution is guided by a data-driven approach—guest feedback, social media insights, and market analytics help shape our offerings. Sustainability and seasonality remain at the core of our strategy, with a

strong emphasis on farm-to-table practices and zero-waste principles. To keep our menus innovative and engaging, we collaborate with



renowned chefs, curate exclusive tasting menus, and design immersive dining experiences that redefine luxury gastronomy.

How do you monitor and control food costs to maintain profitability while ensuring high quality standards?

We balance cost efficiency with luxury dining by leveraging menu engineering and detailed cost analysis to optimise high-margin



OUR MENU EVOLUTION IS GUIDED BY A DATA-DRIVEN APPROACH—GUEST FEEDBACK, SOCIAL MEDIA INSIGHTS, AND MARKET ANALYTICS

dishes without compromising quality. Strategic sourcing ensures



competitive pricing and access to the freshest seasonal ingredients.

We minimise losses through stringent portion control, recipe standardisation, and waste reduction measures. Real-time inventory tracking enhances stock management and



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prevents pilferage. Additionally, our commitment to sustainability—such as zero-waste kitchens and responsible sourcing—helps maintain profitability while delivering an exceptional dining experience.

What methods do you use to optimise staff scheduling and labour costs within the F&B department?

Staff scheduling is meticulously planned based on guest occupancy, reservations, and

event calendars to ensure operational efficiency. Cross-training our team across multiple



outlets enhances flexibility, minimises downtime, and improves service

standards. We implement dynamic staffing strategies, including just-in-time scheduling and flexible shifts, to manage costs without compromising guest experience. Labor costs are continuously analysed against revenue to maintain an optimal balance between expenses and service excellence. Additionally, investing in multi-skilled staff, performance-driven incentives, and continuous training ensures a highly



STRATEGIC SOURCING ENSURES COMPETITIVE PRICING AND ACCESS TO THE FRESHEST SEASONAL INGREDIENTS

motivated and efficient workforce.

Explain your approach to conducting regular inventory checks and identifying potential areas for cost reduction?

Regular inventory audits are conducted using the FIFO (First In, First Out) method to reduce

waste and maintain optimal stock usage. Establishing well-defined par stock levels prevents overstocking and shortages, ensuring smooth operations. Supplier performance is reviewed periodically to secure the best pricing and quality. Strict portion control and standardised recipes maintain consistency while minimising unnecessary waste. Additionally, we monitor waste generation closely, identifying key areas for improvement and cost-saving opportunities. Through strategic inventory management and sustainable practices, we uphold the highest quality standards while optimising costs. ■





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We have regular food trials based on our R&D

Neeraj Sharma | Director, Food and Beverage, Roseate Hotels and Resorts

How do you stay updated on current food and beverage trends and incorporate them into your menu strategy?

At Roseate Hotels & Resorts, we constantly strive to offer the finest experience to our guests. This includes offering our guests new and curated dining experiences. Thus, we have regular food trials based on our research and development that happen all year round. We have our own tasting panel featuring our regular patrons, and selective guests, who share their feedback that enables us to keep coming up with innovations in our dishes.

The other ways include staying abreast of industry trends that I understand from my

colleagues from other hospitality chains and even standalone restaurants. It helps



me to gain insights about our industry that enables me to come up with new strategies for our guests here at Roseate Hotels & Resorts.

In the past decade, social media has also played a pivotal role in keeping us up to date with global food trends. At Roseate Hotels & Resorts, we are cognizant of both global and regional food trends and try

to incorporate them into our menus wherever possible.

How do you monitor and control food costs to maintain profitability while ensuring high-quality standards?

Our philosophy at Roseate Hotels & Resorts is simple. We want to offer the finest and the most natural ingredients to our guests coming to our restaurants. That's why we have our herb gardens in



WE HAVE ALSO INTRODUCED OUR OWN OIL EXTRACTION MECHANISM, WHEREIN WE EXTRACT OIL FROM THE SOURCE (SESAME, COCONUT, MUSTARD AMONG OTHERS)

our hotels, wherein we source most of our herbs; we also have hydroponically

grown lettuce that we use in our dishes. We also handpick the best quality food items -- be it tea, coffee, honey or any

mustard among others) directly, thus ensuring our guests experience the highest standards of culinary experience.



This is yet another industry-first initiative that enables us to optimise our costs. We are also in the process of growing our own vegetables, not only on our farms but also Roseate House, which primarily is a business hotel.

What methods do you use to optimise staff scheduling and labor costs within the F&B department?

At Roseate Hotels & Resorts, we emphasise the importance of

other ingredients from different parts of the country directly from the farmers. This not only optimises the supply chain but also helps build a stronger farming community.

Taking a step further, we have also introduced our own Oil Extraction mechanism, wherein we extract oil from the source (sesame, coconut,



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regular training, and the critical role they play in shaping new recruits so that they can offer the best services to our guests. In the recent months, we have covered tours to the wineries, a Barista workshop at the Lavazza training centre, and an Italian wine tasting session that made these young talents even more passionate about their jobs.

As an organisation, we are focused on offering a work-life balance to our employees and ensure that our employees do not work beyond their regular shift hours. Some of these initiatives include no break-shift for women employees,

7 weekly offs for women employees and 6 weekly offs for male employees - an industry-first. Besides, we swap our F&B employees



between DEL and Kheer that further optimises our costs while ensuring that each employee has enough time left for themselves to rejuvenate after a long day.



ADOPTING TECHNOLOGY THAT HAS EQUIPPED US TO CONTROL THE MANPOWER COSTS

Lastly, we have been adept in adopting technology that has equipped us to control the manpower costs. We have implemented a slew of initiatives such as digital menu, taking orders, buffet tags, and checklists among others that have substantially lowered time-consuming tasks that were done manually.

Explain your approach to conducting regular inventory checks and identifying

potential areas for cost reduction?

Roseate Hotels & Resorts isn't just about quality par excellence but also about becoming sustainable. And we do so by implementing myriad measures to ensure we continue to remain sustainable. For instance, surplus raw vegetables & meat cuts are used in preparing sauces, reductions & stocks that we use in our dishes, making them flavourful and even more nutritious. The remaining waste is

sent to our in-house compost that is turned into nutrient-rich manure, which nourishes our farms and gardens, thus creating a holistic ecosystem.

Further, our concept of offering a wide variety of small portions in buffets compared to limited variety in bulk production also helps us in optimising the best available resources.

In terms of keeping a regular check on inventory, we always ensure we order fresh supplies directly from farmers & local communities. Whatever remains unused, is often sold to employees at a minimal cost, thus ensuring minimal wastage. ■



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Effective food cost management requires a strategic approach

Pawan Anand | Director of Food & Beverage,
Doubletree by Hilton Gurugram Bani Square

Incorporating trends into the menu

I keep myself informed about the latest food and beverage trends through multiple channels, including industry reports, trade publications, and insights from global and local market analyses.

Attending major F&B expos, networking with industry professionals, and engaging with culinary experts help me stay ahead of emerging trends.



Additionally, I closely monitor guest feedback, social media trends, and competitor offerings to identify evolving consumer preferences.

At DoubleTree by Hilton Gurugram Bani Square, I collaborate closely with our culinary team to refresh menus regularly, ensuring they align with seasonality, local flavours, and evolving dining habits. By incorporating innovative cooking techniques,



STANDARDISED RECIPES PLAY A CRUCIAL ROLE IN COST CONTROL, ENSURING CONSISTENCY IN PORTION SIZES AND MINIMISING WASTE

sustainable ingredients, and dietary trends such as plant-based options or health-conscious alternatives, we continuously enhance the guest dining experience while maintaining Hilton's brand standards and expectations.

Monitoring and controlling food costs for profitability

Effective food cost management requires a strategic approach

that balances quality with cost efficiency. I achieve this through detailed cost tracking, supplier negotiations, and strict portion control measures. By leveraging real-time inventory monitoring and cost-analysis tools, we can identify areas of high expenditure and optimise procurement strategies accordingly. Standardised recipes play a crucial role in cost control, ensuring consistency

in portion sizes and minimising waste. Waste reduction strategies, such as repurposing ingredients and closely monitoring perishable stock, help to further control expenses. Additionally, we conduct regular menu profitability analysis to balance high-margin items with guest favourites, optimising revenue without compromising the dining experience. Staff training on portioning, inventory management, and waste reduction is also integral to maintaining food costs at an optimal level while delivering high-quality offerings to our guests.



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Optimising the F&B department

To optimise staff scheduling and manage labour costs effectively, I



rely on data-driven scheduling tools that align workforce planning with business demand. By analysing historical sales data, occupancy forecasts, and peak dining hours, we can ensure that staffing levels are efficiently distributed to maintain service standards without unnecessary labour costs.

Cross-training team members is another key strategy, as it enhances operational flexibility

and ensures seamless service across different restaurant sections and meal periods. This approach not only improves efficiency but also fosters employee engagement and skill development. Additionally, implementing staggered shift timings and deploying staff based on real-time guest flow further enhances labour cost optimisation without compromising service excellence.



CONDUCTING PERIODIC COST ANALYSIS AND FORECASTING DEMAND ENSURES THAT WE MAINTAIN A LEAN AND COST-EFFICIENT INVENTORY WITHOUT AFFECTING FOOD QUALITY

Inventory checks and cost reduction
Regular and systematic inventory management is critical for cost control and operational efficiency. I

implement routine stock checks using automated inventory management systems that provide real-time insights into stock levels, usage patterns,

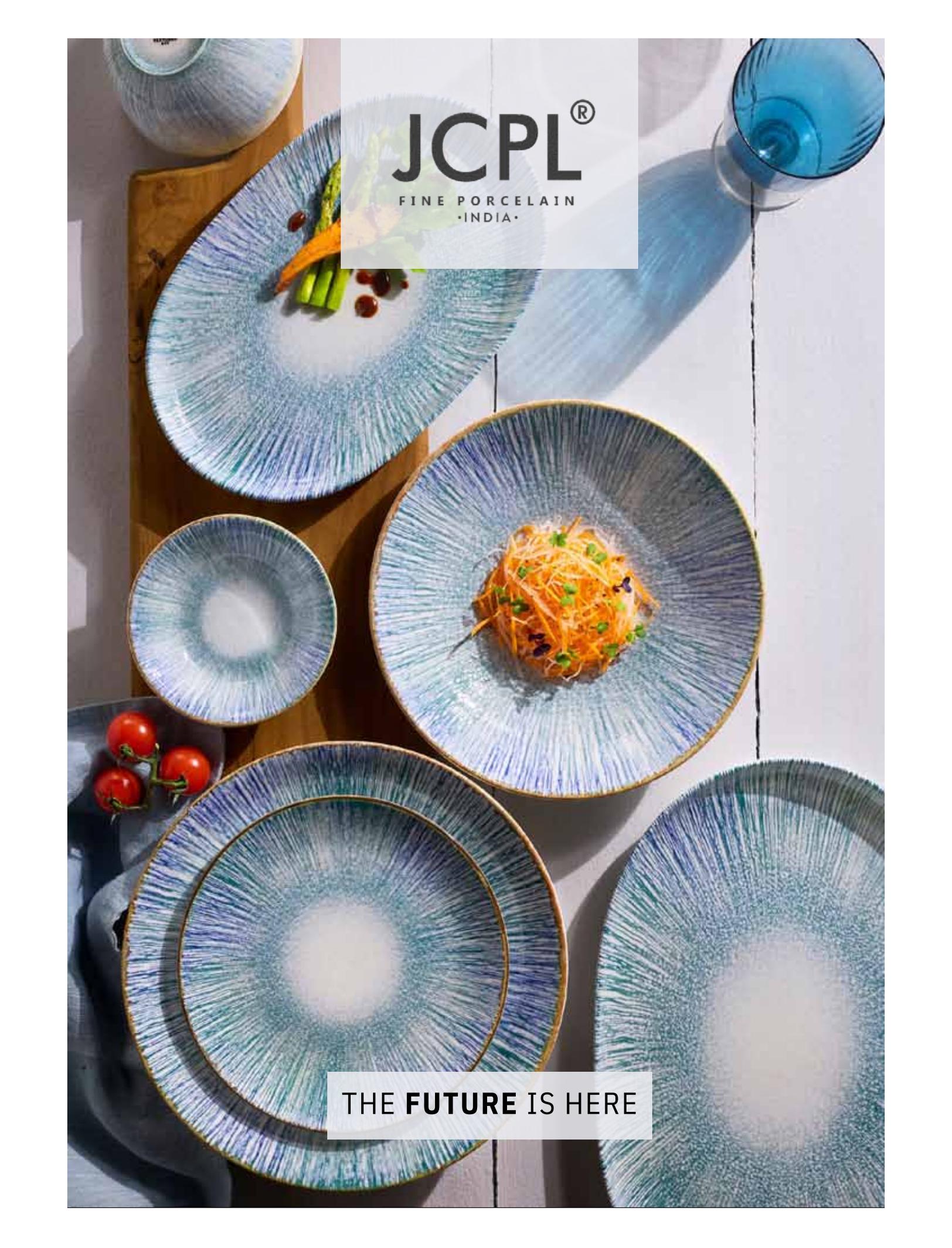
method is strictly followed to maintain product freshness and minimise waste. Identifying slow-moving or underutilised items allows us to



adjust procurement strategies, repurpose ingredients, or refine menu offerings to reduce excess inventory costs. Additionally, renegotiating supplier contracts and consolidating purchasing decisions help in securing the best pricing and minimising unnecessary expenses.

Conducting periodic cost analysis and forecasting demand ensures that we maintain a lean and cost-efficient inventory without affecting food quality. Employee training on proper storage, portion control, and waste management further contributes to our cost reduction efforts while maintaining high standards of service and product excellence. ■





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Food trends insights critical to strategise business moves

Debaditya Chaudhury | MD – Chowman Chain of Restaurants

Incorporating F&B trends into menu strategy

Learning about food trends is the biggest insight that I draw in my frequent visits to China, Thailand and Vietnam. Since, at Chowman, we follow a menu that is more authentic and unexplored the idea is to incorporate the menu from the very place that it originated in. Currently, we have also included many Japanese, Korean and Thai variations concerning the recent market orientation towards a global cuisine, especially with the advent of the K-Pop culture. But you will notice that these menus are not the

typical items sold across other joints. These are very much atypical, different in



taste and sometimes specific just like that of the place of origin.

Profitability is key, so is high quality standard

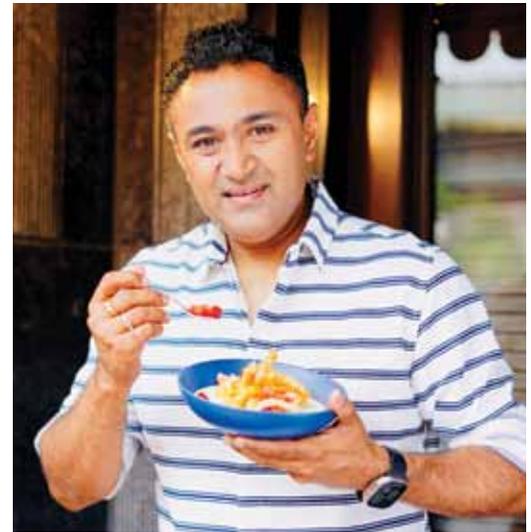
We have our F&B team across all regions who set the food cost and

monitor this strictly in each and every outlet per month. The main execution is done by our chefs with a major focus on waste management, ordering monitor, alongside quality retention using FIFO (first in, first out), FEFO (First Expiry First Out) and LIFO (Last In Last Out - for



WE HAVE OUR F&B TEAM ACROSS ALL REGIONS WHO SET THE FOOD COST AND MONITOR THIS STRICTLY IN EACH AND EVERY OUTLET PER MONTH

quick consumption items like momos, dimsums). Another



is to constantly train the staff about portion knowledge

and regularly monitor their in-depth idea about it.

Optimising staff scheduling and labour costs

At Chowman, we optimise staff scheduling and



ukiyo

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Tri-Ply Fry Pans / Sauce & Saute Pans

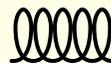
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employees can efficiently handle multiple roles, reducing dependency



on surplus staff while ensuring seamless operations.

Moreover, we emphasise on staff retention through competitive wages, training programmes, and incentives, reducing turnover and the associated hiring costs. By maintaining a well-balanced, motivated team, we create a sustainable model that prioritises both cost efficiency and exceptional customer service.

Paying attention to concern areas

We maintain regular sheet to monitor the opening and closing of the inventory items by one allocated senior at a certain period of time as per his supervision. Alongside, weekly once we do physical counting of the entire stock to tally the sheet and check expiry date (LEFO) to use that primarily. This helps hugely in cost reduction. ■

demands, allowing us to schedule staff accordingly. By aligning shifts with real-time demand, we ensure that our restaurants are neither understaffed nor overstaffed, thereby maintaining service quality while controlling labour costs. Additionally, we employ a flexible workforce strategy, where cross-trained



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Achieving balance between visual appeal and true gastronomy

Altamsh Patel | Executive Chef, Hilton Mumbai International Airport



As Executive Chef at Hilton Mumbai International Airport, I get to observe up close how dining has evolved beyond tastes as it's now about the full experience. A beautifully plated dish creates anticipation, setting the stage for what's to come. In today's digital world, where social media influences dining choices, presentation has become an undeniable part of our industry. But while aesthetic elements are important, the true test of a dish lies in its flavour, technique, and the emotions it evokes.

Balancing artistry with authenticity
My approach toward food is clear—every dish must be as memorable in taste as it is in presentation. A visually stunning plate may attract guests, but it is the depth of flavour that brings them back. At the hotel, we don't just serve meals; we craft experiences that linger beyond the last bite.

Striking the right balance between presentation and gastronomy is key. An eye catching dish can enhance the dining experience, but if the flavours don't deliver, it falls flat. The goal is to create food that excites visually but, more importantly, leaves a lasting impression on the palate.



Common pitfalls of young chefs
One of the biggest mistakes I see among young chefs today is prioritising plating

over core culinary skills. Social media has made aesthetics a focal point, with many focussing on dramatic presentations, vibrant colours, and trendy techniques sometimes at the expense of flavour and execution.

A dish that looks good online isn't necessarily a great dish. True culinary mastery comes from understanding seasoning, texture, and the integrity of ingredients.

“
Striking the right balance between presentation and gastronomy is key. An eye catching dish can enhance the dining experience, but if the flavours don't deliver, it falls flat





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At culinary competitions, I often see students trying to replicate tasting menu dishes without adapting them to à la carte or buffet settings. Tasting menus work with small portions to highlight multiple flavours and techniques in a single meal. But when applied incorrectly to other formats, the essence of the dish is lost.

Presentation should elevate, not overshadow Guests today expect more than just a meal they seek an experience. As a chef, I incorporate interactive elements like tableside sauce pouring and elegant plating to enhance engagement. However, these elements are never just for show; they must complement and elevate the dish,

not distract from it. A beautifully plated dish creates intrigue, but it is the



balance of flavours, textures, and aromas that make it truly memorable. The best dining experiences engage all the senses, ensuring presentation enhances the meal rather than overpowering it.

A word to aspiring chefs Young chefs must understand that what looks simple on social media often involves extensive research, precise

“The foundation of great cooking lies in mastering the fundamentals. Before chasing trends, young chefs must perfect their techniques, understand flavour profiles, and respect their ingredients

execution, and deep culinary knowledge. A perfectly plated dish may require slow cooking, careful marination, or precise balancing of flavours details that aren't always visible in an Instagram post.

The foundation of great cooking lies in mastering the fundamentals. Before chasing trends, young chefs must perfect their techniques, understand flavour profiles, and respect their ingredients. Creativity is essential, but it should always be built on strong culinary principles.

The future of fine dining At Hilton Mumbai, we believe true gastronomy is about harmony where presentation and taste work together to create unforgettable experiences. A dish should captivate visually, but it's the depth of flavour and craftsmanship that define excellence.

At the end of the day, great food isn't just about how it looks it's about how it makes people feel. A truly remarkable dish stays with diners long after the meal is over, not just as a picture, but as a lasting memory. ■



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Swiss- flavoured Food

Forever Experience at the WEF Davos 2025

IWOH News

THE WORLD ECONOMIC FORUM'S 2025 meeting in Davos was the venue of the first Food Forever Experience of the year, underscoring the importance of the conservation and use of crop diversity for food and nutritional security. The immersive experience featured the perspectives of ministers from Peru, South Africa and Switzerland and a lively panel discussion among diverse stakeholders. The event concluded with an innovative menu by renowned Swiss chef Rebecca Clopath, giving participants a taste of the powerful potential of protecting crop diversity.

Now in their eighth year, Food Forever Experiences provide touchstone moments that raise

awareness of the importance of safeguarding and using crop diversity to improve food security, enhance economic opportunities and climate-proof agriculture. This Davos Food

Forever Experience was hosted by the House of Switzerland and co-organised by the Crop Trust, the International Treaty on Plant Genetic Resources for Food and Agriculture (International Plant Treaty) and the Swiss Federal Office of Agriculture.

The Food Forever Experience Davos explored the critical role of crop diversity in securing global

food security and sustainability amid climate change, environmental degradation and biodiversity loss. It highlighted the importance of protecting crop diversity and making it available by giving key



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Ministers from countries co-hosting the Eleventh Session of the Governing Body of the International Plant Treaty shared their perspective on the importance of international collaboration in safeguarding crop diversity, with interventions from His Excellency Federal Councillor Guy Parmelin, Head of the Federal Department of Economic Affairs, Education, and Research of Switzerland and His Excellency Ángel Manuel Manero Campos, Minister of Agrarian Development and Irrigation of Peru.

Dr. Geoffrey Hawtin OBE, agricultural scientist and World Food Prize Laureate, shared a global perspective of the importance of crop diversity. He underscored the need for a huge effort to develop capacities to use this diversity to breed and adapt crops to local conditions for food security around the world.

A panel moderated by Crop Trust Executive Director Stefan Schmitz featured leading voices

Participants were then invited to taste the powerful potential of crop diversity by sampling dishes from Chef Rebecca Clopath, a Swiss chef, farmer and entrepreneur, celebrated for her natural cooking style and innovative culinary approach



speaking about the need for collaboration and the value of investing in crop diversity conservation and sustainable use. Panelists included: Her Excellency Nosipho Nausca-Jean Jezile, South Africa's Ambassador to Italy and Permanent Representative to the UN agencies in Rome, and Chairperson of the Committee on World Food

Security; Professor Dr. Bernhard Lorentz, Managing Partner and Global

Consulting Sustainability Leader at Deloitte; Dr. Ismahane Elouafi, Executive Managing Director of the CGIAR; Dr. Michael Keller, Secretary General of the International Seed Federation; and Dr. Kent Nnadozie, Secretary of the International Plant Treaty.

The panel discussion sparked interventions from the floor, including the Minister of Agriculture of South Africa, His Excellency John Henry Steenhuisen, who shared his delight at his country being the newest member of the International Plant Treaty. He stressed the importance of genebanks for food security and spoke about indigenous crops that have fallen out of use but offer great opportunities for economic empowerment and nutrition. South Africa's leadership of the G20 will bring issues like this to the front of the global agenda and include indigenous knowledge in key discussions. The President of the Alliance for the Green Revolution in Africa, Dr. Agnes Kalibata highlighted the value of genebanks for plant breeding and the need to invest in crop diversity conservation and use. Discussions following the panel



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connected these experts with 60 audience participants prominent in food security and global governance. Over half the audience came from the private sector, including guests from the World Farmers' Organisation, World Economic Forum, Mercer, Helvetas, KWS Saat, Nestle, Syngenta and many more.

Participants were then invited to taste the powerful potential of crop diversity by sampling dishes from Chef Rebecca Clopath. A Swiss chef, farmer and entrepreneur, Clopath is celebrated for her natural cooking style and innovative culinary approach. She earned two gold medals at the 2010 World Cooking Championships as a member of the Swiss junior national cooking team. Chef Clopath currently hosts seasonal "food perceptions" at her family's farm, offering nine-course themed dining experiences that blend storytelling with cuisine.

Stefan Schmitz, Executive Director of the Crop Trust, says, "We are excited to bring our Food Forever Experience to the World Economic Forum. Around 735 million people go to bed hungry every night and many millions more suffer from malnutrition. Conserving crop diversity and making it available for use by researchers, breeders and farmers is crucial to address nutritional security and the impacts from climate change,

Now in their eighth year, Food Forever Experiences provide touchstone moments that raise awareness of the importance of safeguarding and using crop diversity to improve food security



desertification and conflict. By connecting crop diversity experts with leaders of countries and communities, we can mobilize the investments needed to implement this impactful solution. And have fun doing so."

The International Plant Treaty supports the conservation and sustainable use of all plant genetic resources for food and agriculture.

In harmony with the Convention on Biological Diversity, the Treaty facilitates the fair and equitable sharing of the benefits that arise from the use of this crop diversity for sustainable agriculture and food security.

Kent Nnadozie, Secretary of the International Treaty, says, "The International Plant Treaty transforms global interdependence into concrete and meaningful action by providing

rules that govern shared resources, ensuring equitable access and fostering collective solutions. Conserving and sustainably using crop diversity are essential for global food security and resilience. Through its Multilateral System, the Treaty fosters international cooperation, enabling nations to save and share plant genetic resources for the common good. By prioritizing fairness, equity and mutual benefit, the Treaty protects these critical resources for future generations, reinforcing food security against the growing challenges of our time."

This year, the Eleventh Session of the Governing Body (GB-11) of the International Plant Treaty will meet in Lima, Peru, from 24 to 29 November 2025. At GB-11, governments will discuss a number of important issues, including how to advance the implementation of Farmers' Rights and the possible enhancement of the Treaty's Multilateral System of Access and Benefit-sharing, currently the largest global exchange mechanism for plant genetic resources for food and agriculture.

Alwin Kopse, Chair of GB-11, says, "This event has highlighted the crucial need to collaborate internationally and across sectors and to plan for what is around the corner in the face of climate change. This is what we are trying to achieve at GB-11: improving the legal framework that will facilitate global cooperation to ensure practical results for breeders, researchers, farmers, food processors and consumers all over the world so that our rich crop diversity is both used and conserved for the future."

The Governments of Peru and Switzerland, as co-hosts of GB-11, are convening stakeholders to raise awareness and solicit support for the conservation and use of crop diversity in advance of the Lima meeting. The Food Forever Experience Davos provided an opportunity to bring together leaders and decision-makers to learn more before GB-11 begins.

The diversity of perspectives and the unique culinary event in Davos provided a memorable experience, encouraging the continuation of discourse and advocacy for the conservation of crop diversity as a valuable solution to global challenges. ■





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We are introducing a new mid-market brand, 8fold by LaRiSa

Recently, LaRiSa Hotels and Resorts and AM Hotel Kollection combined their annual operating revenue of more than INR 100 crore with 26 operational units comprising 950 keys and another 6 hotels with 120 keys on the anvil. **Priya Thakur** – Owner & Director, Larisa Hotels and Resorts and **Randhir Narayan** – Director, Larisa Hotels & Resorts and Founder Director of AM Hotel Kollection speak to IWOHN magazine to talk about their strategic plans to introduce new sub-brands and to enlarge market scope through management contracts.



Priya Thakur



Randhir Narayan

What are the key future growth plans for the newly merged entity (name identified?), and how does it plan to achieve the projected 20-25% expansion over the coming years?

We at LaRiSa Hotels & Resorts are a fairly young and dynamic team. We have an advantage of quick decision making, being a flat organisation. We can mobilise and action ideas quickly. We are also a fairly flexible company for hotel owners, being a part of one and has



80-room operational hotel in Shimla. Additionally, a property in Bhimtal is set to begin operations and another in Siolim, Goa, by May 2025.

All three brands aim to serve independent hotel owners through joint ventures for

The company has a pipeline to launch and bring into operation 6 hotels in 2025, which is expected to add more than INR 25 crore of revenue addition in the year 2025



less red tape than other brands. Under the new identity, the company will now also offer management services under LaRiSa Resorts and AM Hotel Kollection.

Post-merger, we are introducing a new mid-market brand, 8fold by LaRiSa, which will operate in the sub-USD 100 price range. The new brand saw immediate demand and currently has an

new developments, leased hotels, and classic management contracts.

Our annual targets will be met by launching new operations through JV, Leasing & Classic fee bearing management contracts. For example, the company has a pipeline to launch and bring into operation 6 hotels in 2025, which is expected to add more



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than INR 25 crore of revenue addition in the year 2025. Likewise, interest and demand for the subsequent years are healthy and we are working on some development projects as well.

How does the merger enhance the market positioning of LaRiSa Hotels & Resorts, and what competitive advantages does it bring in the branded and co-branded ownership and management space?

This landmark merger cements LaRiSa's position as a leading name in hospitality, now offering a wide range of experiences that seamlessly blend cultural authenticity, modern innovation, and a commitment to personalised service. AM Hotel Kollection will continue as a sub-brand within LaRiSa, retaining its essence while benefiting from LaRiSa's broader vision and resources.

Furthermore, it will drive greater success and provide the necessary momentum for accelerated growth - giving the company an opportunity to participate in Branded and Co-branded ownership and management space. Their combined centers of excellence will make it the property manager and employer of choice as

it delivers improved and accelerated results focused on service to owners and hotel guests.



What operational efficiencies and synergies does the merger introduce, leading to improved guest experiences, employee opportunities, and property management?

The teams have merged with a clear focus on efficiency. Operating regions have been divided and placed under the charge of the Head of Operations, and regional heads who will work closely with hotel GMs and other key team members, such as Executive Chefs and Finance Managers, to enhance quality and efficiency. Overall efficiency and focus have been further



strengthened by appointing new corporate-level positions such as Finance, HR &

mid-market brand catering to this growing segment in India and the region. With a large number of hotels being developed and operated by independent hotel owners, the need for organisation and standardisation is crucial. We aim for 8fold by LaRiSa to be 50% of the overall vision and hope to contract approximately 100 hotels over the next three years.

Currently, we are focused on stabilising our first three properties under this brand in Shimla, Bhimtal, and Goa, which will serve as flagship hotels for future developers. The product and services will be standardised to meet the expectations of the sub-USD 100 market.

What are the long-term international expansion goals for LaRiSa Hotels & Resorts, and which specific regions or markets are being considered for the first phase of global growth?

This merger not only aligns with the new entity's ambitious growth strategy but also expands its geographical reach into newer locations and niche markets where guests are looking for unconventional experiences.

Going forward, LaRiSa Hotels & Resorts will provide a wider range of specialised services while continuing to offer all services available before the merger. Its commitment to personalised service will now see AM Hotel Kollection strengthen its offering and continue to add to the portfolio by operating and managing independent properties while benefiting from LaRiSa's broader vision and resources.

Since the merger, the company is working on launching 6 newly contracted hotels comprising 120 keys and is also evaluating international hotel management opportunities, especially to direct flight destinations in the region as the first phase of international expansion. ■

Our annual targets will be met by launching new operations through JV, Leasing & Classic fee bearing management contracts

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How will the introduction of the new mid-market brand help in expanding the customer base, and what strategies will be used to differentiate it from existing offerings?

The company's new brand 8fold by LaRiSa is a

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THE NEXT COURSE

Balancing tradition and innovation in today's restaurant industry

Parin Sanghvi | CEO & Co-founder, Reelo

I co-founded Reelo with my brother Prit Sanghvi 7 years ago. As the CEO of Reelo and someone deeply immersed in the restaurant technology space, I've had a ring side view of the evolution of the F&B industry. Our latest 2025 Restaurant Trends Report reveals a fascinating paradox: while the industry races toward digital transformation, the fundamentals of hospitality remain unchanged. This dichotomy presents both challenges and opportunities for restaurant owners navigating today's dynamic landscape.

Why does this matter now? We're at a critical juncture where traditional dining models are intersecting with technological innovation. Some of our customers like to call themselves tech businesses that also serve food. Our research shows that 72% of restaurant revenue still comes from dine-in experiences, yet only 75% of establishments are collecting customer data - though most aren't fully leveraging it. This gap between potential and practice

represents a lot of unrealised revenue and insights for the industry.

The report unveils several compelling insights that demand attention. First, the generational shift in dining preferences is unmistakable - Millennials now account for 40% of restaurant visits, with Gen Z close behind. This demographic transition isn't just about numbers; it's reshaping how restaurants need to approach everything from marketing to menu design.

Perhaps most surprisingly, despite the digital age's promise, word-of-mouth remains the most powerful marketing channel, driving 25.7% of customer traffic. This traditional marketing approach outperforms even social media and delivery platforms, suggesting that personal connections still drive dining decisions.

What's particularly intriguing is the industry's approach to technology adoption. While 80-90% of restaurants rely on point-of-sale (POS) systems, only 35% are using customer data to create personalised experiences. It's like having a Ferrari and only using it for grocery runs - there's enormous untapped potential here.

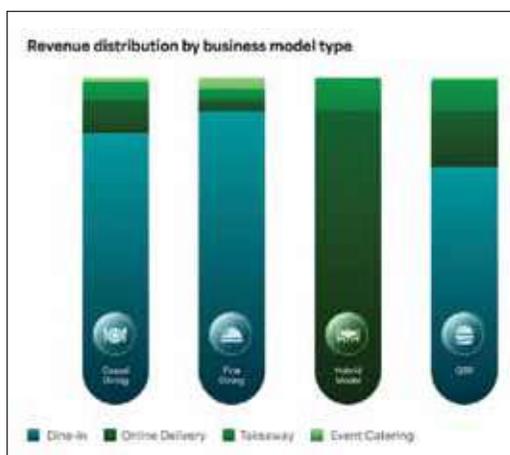
For restaurant owners and operators, these findings point to three critical action areas:

First, embrace the hybrid model. The most successful restaurants aren't choosing between traditional and digital - they're blending both. They're maintaining the irreplaceable dine-in experience while strategically incorporating digital tools for efficiency and engagement.

Looking ahead, success in the restaurant industry requires rethinking customer loyalty beyond just discounts. Our data reveals an interesting pattern: while 47.8% of traffic comes from direct discounts, the most successful



“
Perhaps most surprisingly, despite the digital age's promise, word-of-mouth remains the most powerful marketing channel, driving 25.7% of customer traffic



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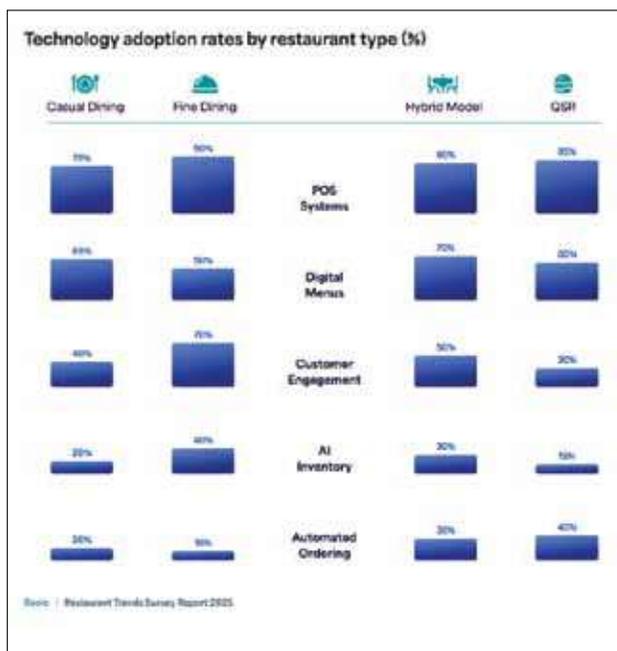
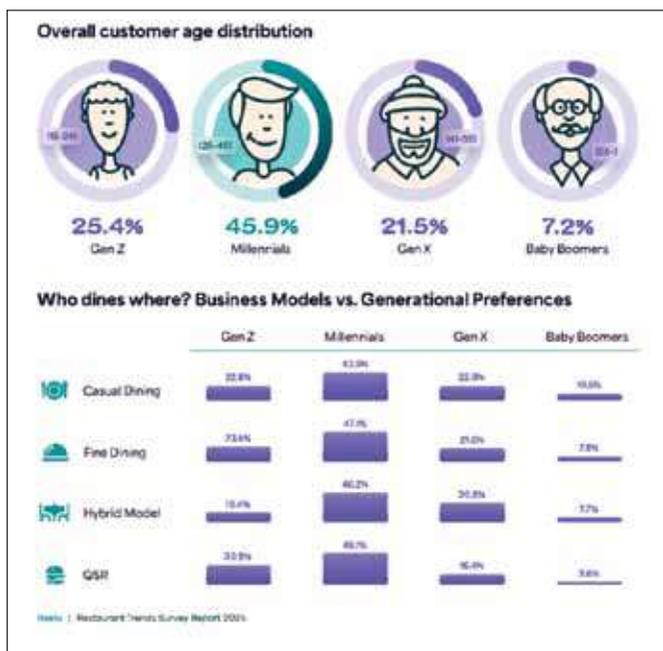
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restaurants are building loyalty through experience and engagement. A striking 24.6% of customers choose restaurants primarily based on the dining experience, with another 20.8% influenced by menu variety. This suggests that nearly half of all dining decisions are driven by factors completely unrelated to pricing.

What's particularly telling is how fine dining establishments are leading this evolution - 60% of them run successful loyalty programs focused on exclusivity and personalised experiences rather than just discounts. They're complementing this with robust digital engagement (70% active

on social media) and maintaining direct customer relationships. Even more interesting is the hybrid model restaurants, showing an impressive 30% growth through a balanced approach of experience and value.



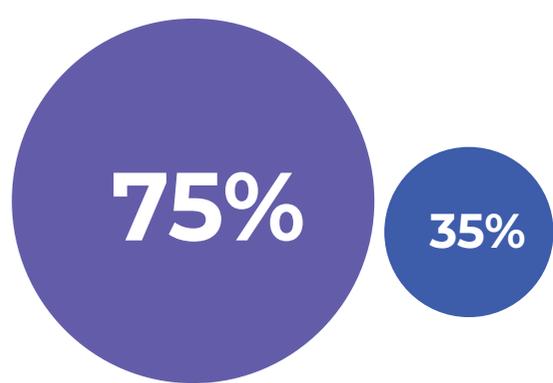
The key insight here isn't about choosing between discounting and premium pricing - it's about creating value that transcends price points. With 75% of restaurants collecting customer data but only 35% using it for personalisation, there's a massive opportunity to build loyalty through better customer understanding and enhanced experiences, rather than racing to the bottom with discounts.

Finally, sustainability isn't just a buzzword - it's becoming a business imperative. With 60% of fine dining establishments already implementing eco-friendly practices, restaurants that ignore this trend risk falling behind in consumer preferences.

Looking ahead, the restaurants that will thrive are those that can balance the timeless appeal of great dining experiences with the efficiency and personalisation that modern technology enables. The opportunity is clear: use technology to enhance the human experience, not replace it.

The next course for our industry is being served. The question is: are you ready to adapt your recipe for success?

Note: You can access the complete '2025 Restaurant Trends Report' free of cost on <https://reelo.io/marketing/restaurant-trends-survey-report/>



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With 75% of restaurants collecting customer data but only 35% using it for personalisation, there's a massive opportunity to build loyalty through better customer understanding



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**Food Connoisseurs India Convention 2025 (South India Edition):
A melting pot of culinary insights**

The Food Connoisseurs India Convention (FCIC) - South India Edition, held on February 5, 2025, at the Taj

Yeshwantpur, Bengaluru, was nothing short of a culinary spectacle. Bringing together over 2000 attendees featuring top F&B leaders, celebrity chefs, food professionals, culinary experts, and restaurateurs, the convention served as a melting pot of ideas, trends, and transformative insights into the ever-evolving HoReCa landscape.





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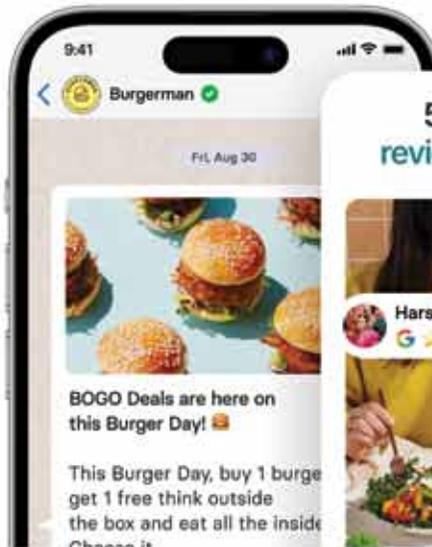


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This one-of-its-kind event is an initiative by Industry Live where The Secret Kitchen (TSK) was the 'Title Partner' and was 'Supported by' The Federation of Hotel & Restaurant Associations of India (FHRAI) where Just BLR was the 'Robo-Fuelled AI Partner' and Rhythm Natural Mineral Water was the 'Hydration Partner'. 'GrowthFalcons' was the 'Session Partner'. The 'Supporting Associations' were the Indian Culinary Forum (ICF), the All India Food Processors' Association (AIFPA), and the Indian Bakers Federation (IBF).

In addition to this, the 'Curiosity Partner' was The House of SAMSARA and the 'Celebration Partner' was Roulette Packaged Drinking Water. Bluchisel Business Solutions was the 'Knowledge Partner'. Zee Business was the 'Telecast Partner' and Radio City 91.1 FM was the 'Radio Partner'. Taj Yeshwantpur Hotel, Bengaluru was the 'Hospitality Partner'. The esteemed 'Media Partners' included the Incredible World of Hospitality News and Hospitality Lexis magazines.

The day kicked off with an inaugural session by the Conference Chairperson - Padma Shri Awardee Dr. Chef Damu, Celebrity Chef & Brand Ambassador GRT Group of Hotels, President- South Indian Chefs Association, a legendary figure in Indian gastronomy. With his years of experience and deep-rooted passion for culinary artistry, Dr. Chef Damu highlighted the significance of spices in cuisine and analysed various food



districts while shedding light on their relevance and adaptation in today's dynamic F&B sector. Providing a glimpse into culinary history, his speech set the tone for a day filled with enriching discussions, networking, and ground-breaking revelations.

Power-packed sessions and thought-provoking discussions took place with renowned F&B experts like Chef Ajay Chopra, Chefprenneur, Restaurateur, Consultant & Judge (MasterChef India); Chef Aanal Kotak, Celebrity Chef, Co-Founder, TSK Hospitality LLP; Chef Suresh Pillai, Founder, RCP Hospitality and Chef Sanjay Thumma, Celebrity Chef and Entrepreneur, and many others.

The convention unfolded in a series of 10+ engaging sessions, including multiple panel discussions and keynote speeches



The convention unfolded in a series of 10+ engaging sessions, including multiple panel discussions and keynote speeches, each shedding light on critical aspects of the F&B industry. 'The Evolving Dining Landscape of India' explored how the Indian dining experience is transforming, with cloud kitchens, sustainable food concepts, and QSR innovations leading the way. Industry veterans shared their success stories and perspectives on creating customer-centric, scalable food businesses. They unveiled how pre-prepared ingredients are reshaping commercial kitchens, making them more efficient without compromising on authenticity and taste.

From AI-powered ordering systems to robotic chefs and IoT-driven kitchens, the session on 'Technology Disrupting the HoReCa Industry' delved into how technology is redefining the F&B sector. A good menu is more than just a list of dishes—it's a story, a sensory experience, and a brand's identity, hence the session on 'The Art of Menu Innovation' focused on ingredient sourcing, reducing food waste, and elevating menu offerings through creativity and customer engagement.

The Food Connoisseurs India Convention 2025 (South India Edition) was more than just a conference—it was a catalyst for transformation. The event highlighted the power of collaboration, technology, and innovation in shaping the future of dining and hospitality. Attendees walked away inspired, informed, and equipped with fresh perspectives and valuable connections to take their businesses to new heights.

A key highlight of the convention was the exhibition area, where over 30 exhibitors showcased the latest trends, products, and solutions shaping the F&B industry.

The prestigious Food Connoisseurs India Awards, honouring culinary excellence and innovation, took place in an F&B star-studded evening where 185+ awards were given to recognise the best in the industry amidst 600+ industry professionals. These awards not only recognised exceptional talent and dedication but also set new benchmarks for quality, creativity, and service in the South Indian F&B industry. ■





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“We focus on authenticity, quality, and affordability”

B.A.R. Mohamed Ali, CMD, Narmada Chain of Restaurants elaborates on the several steps taken to bring the best for customers a uniqueness that the brand is known for by planning to open 10 more branches in a couple of years.

Narmada Chain of Restaurants is a dining establishment with multiple locations in cities such as Bengaluru and Chennai, offering diverse menus

Yes, Narmada Chain of Restaurants operates multiple locations across Bengaluru, Chennai, and Dubai, with plans for further expansion. However, we are primarily known for our authentic Hyderabad biryanis and Andhra-style delicacies, including our

signature boneless biryanis, spicy mutton fry, and traditional tandoori offerings. While we do offer North Indian and Chinese selections, we are not a South Indian or Mughlai



“
We have implemented several measures to ensure operational efficiency and maintain consistency across all locations

restaurant. Our focus is on quality, portion size, and delivering the true flavours of Andhra and Hyderabad to our customers.

What strategies does Narmada Chain of Restaurants use to differentiate itself in the competitive dining market?

Our success comes from a clear focus on authenticity, quality, and affordability. Narmada is not just another biryani brand—we specialise in large-portion, rich-flavoured Hyderabad and Andhra-style biryanis, which are hard to find at this scale. Our differentiation strategies include:

- **Authenticity & Specialisation** - We don't serve everything; we perfect what we do best—Hyderabad biryanis, Andhra starters, and signature curries.
- **Premium Quality & Large Portions** - Customers love us for our generous servings at affordable prices.
- **Consistent Taste Across Locations** - Standardised spice blends and cooking techniques ensure the same experience in every outlet.
- **Fast Expansion & Strong Brand Recall** - We have successfully grown across three cities, and our aggressive marketing, influencer collaborations, and festival promotions keep customers engaged.
- **Customer-Centric Approach** - We listen to feedback, innovate our menu, and ensure that each meal meets our high standards.



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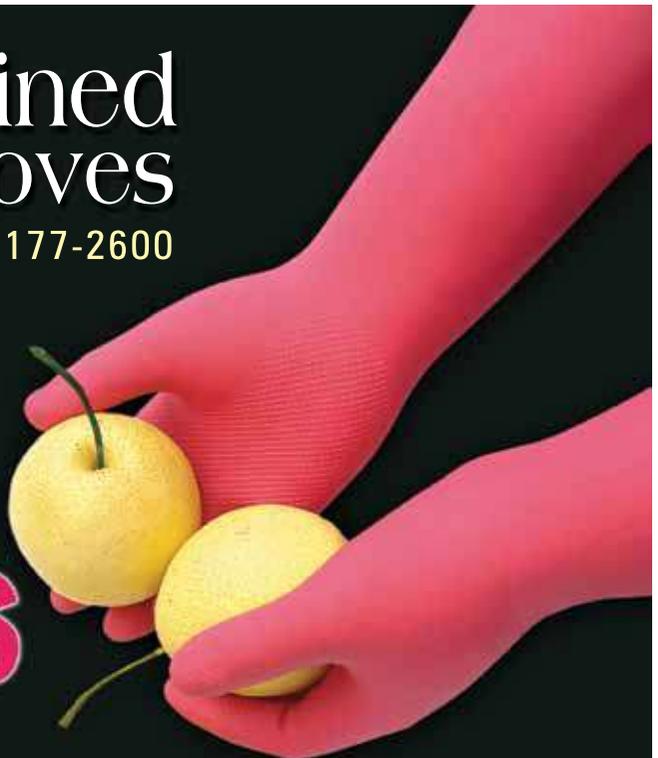
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How does the restaurant chain ensure operational efficiency across multiple locations while maintaining consistency in service and food quality?

Running a restaurant chain across different cities requires strong processes and discipline.

We have implemented several measures to ensure operational efficiency and maintain consistency across all locations:

- Centralised Supply Chain & Kitchen Management - Our central kitchens handle spice blends and pre-preparations to maintain uniformity in taste.
- Standardised SOPs (Standard Operating Procedures) - All chefs follow strict recipes and portioning guidelines to avoid variations.
- Technology-Driven Inventory Control - We use the Rista inventory system to track stock, prevent wastage, and streamline procurement.
- Regular Staff Training & Audits - We conduct frequent kitchen audits, hygiene checks, and training programmes to maintain high food



Our target expansion cities are Pune, Delhi, more locations in Bengaluru and Chennai and overseas in Saudi Arabia

- and service quality.
- Strong Leadership & Oversight - Each branch has a dedicated manager and operational head, ensuring smooth coordination between teams.

What quality control measures are in place to maintain high food standards, especially across diverse cuisines that you offer?

- Quality is the foundation of Narmada's success. We ensure food consistency and safety through:
- Sourcing the Best Ingredients - Only premium-quality basmati rice, handpicked spices, fresh meats, and seafood are used.
 - Hygiene & Food Safety Compliance - We strictly follow HACCP and FSSAI food safety protocols.

- Centralised Spice & Marinade Preparation - Ensures same taste and flavour across all outlets.
- Kitchen SOPs & Chef Training - Every chef is trained to follow Narmada's signature cooking methods.
- Customer Feedback Monitoring - We actively track Zomato, Swiggy, and direct feedback to continuously improve our quality.

Are there any upcoming expansion plans for the Narmada Chain of Restaurants?

Yes, expansion is a key focus for us in 2025. After establishing a strong base in Bengaluru, Chennai, and Dubai, we are now planning to open 10 more branches in a couple of years. Our target expansion cities are Pune, Delhi, more locations in Bengaluru and Chennai and overseas in Saudi Arabia.

Narmada is committed to becoming a leading name in the premium biryani and Andhra cuisine segment, both in India and internationally. Our goal is to bring the authentic flavours of Hyderabadi and Andhra cuisine to more food lovers worldwide. ■





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“AsianKatha isn’t just a restaurant— it’s a story waiting to be told”

Aswin Thottupurath, Founder & Brand Owner, AsianKatha - Tales Of Taste, and Managing Director, DiJen Foods, curates an experience of dining in entirety. He speaks about the way the brand AsianKatha takes a contemporary approach to engage diners

What inspired you to launch AsianKatha, and how do you see it standing out in the Pan-Asian dining scene?

AsianKatha isn’t just a restaurant—it’s a story waiting to be told. Katha means “tale,” and that’s exactly what

we’re doing: bringing to life the rich, diverse flavours of Asia through an immersive dining experience.

We noticed that Pan-Asian cuisine in India often swings between

two extremes—either it’s extremely traditional or heavily fused with Indian influences. There’s rarely a perfect balance. That’s where AsianKatha steps in. We’re here to offer something truly special: authentic flavours, but with a contemporary twist in presentation, experience, and storytelling. Imagine tasting a classic dim sum, but with a flavour profile that surprises you in the best way possible. That’s the magic we’re crafting.

With so many Pan-Asian restaurants opening up, how do you plan to attract customers to AsianKatha?

Good food alone isn’t enough today;



“**No two AsianKatha outlets will be identical. Some may have a sake bar; others might focus on teppanyaki—each one will have a distinct charm**



it’s about the entire experience. We’re building excitement before diners even walk in.

- *Exclusive Preview Events:* Instead of a typical grand opening, we’re hosting intimate tasting sessions for food influencers, critics, and select customers. This way, people experience the brand first-hand and create word-of-mouth buzz.
- *Engaging Social Media Content:* It’s not just about posting food pictures. We’re sharing behind-the-scenes videos, interactive food pairing sessions, and ASMR cooking clips to build intrigue.
- *Collaborations with Cultural Communities:* Imagine dining at AsianKatha during a Japanese film festival or a Thai cultural evening—we’re partnering with embassies and cultural centres to make this happen.
- *Limited-Edition Menus & Pop-Ups:* Keeping the excitement alive with seasonal dishes, guest chefs, and surprise collaborations will make each visit unique.

Are there plans to expand or franchise the brand?

Absolutely, but we believe in getting it right before going big. First, we’ll perfect our flagship experience in Chennai, then expand strategically.

- Next stops: Mumbai, Bengaluru, and Delhi: These cities have a huge appetite for Pan-Asian cuisine, and we see great potential there.
- Unique experiences for every location: No two AsianKatha outlets





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will be identical. Some may have a sake bar; others might focus on teppanyaki—each one will have a distinct charm.

- Franchising? Maybe, but carefully: We're open to partnering with people who truly understand our vision. But quality and authenticity will always come first, so it'll be a highly selective process.

Maintaining authenticity and consistency is always a challenge. How do you plan to achieve that?

That's a top priority for us, and we have a solid plan:

- *Sourcing directly from Asia:* Ingredients like Japanese miso, Thai galangal, and Korean gochujang are sourced directly to maintain authenticity.
- *A centralised R&D kitchen:* Before any new dish goes on the menu, it's perfected here. This ensures that every AsianKatha location delivers the same quality and taste.
- *Chef training beyond cooking:* We don't just train our chefs in techniques—we immerse them in the culture behind each dish. It's about understanding the soul of the cuisine.
- *Smart inventory & Tech-driven operations:* We use AI-powered forecasting tools to manage stock levels, reduce waste, and ensure fresh ingredients without overloading storage. At the end of the day,



AsianKatha is about more than just food—it's about experiences that linger in your memory. We want people to leave not just satisfied but inspired. This is just the beginning of our journey, and we can't wait to share it with the world. ■



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► **Banquet Linen**

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

► **Bed Linen**

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

► **Room Furnishing**

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

► **Bath Linen**

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

► **Table Linen**

- 1: Tablecloths
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“It is important to listen to customers to be aware of trends”

Shivanathan N, Founder & CEO, Benne Bhavan Restaurant, talks about the company’s growth plans with focus on the franchisee invested, company operated (FICO) model

Tell us about Benne Bhavan’s journey.

Recognising a gap in Trichy’s vegetarian dining segment, we saw an opportunity to introduce a fresh, nostalgic, and divine vegetarian dining experience. Thus, Benne



Bhavan was born—offering innovative yet familiar vegetarian dishes beyond the usual classics. After nearly two months of pre-opening food trials starting in April 2024, we officially

opened our doors in July 2024 with a 96-seater restaurant. Today, we operate daily from 6 am to 11 pm, delivering an exceptional culinary experience.

Our mission is to offer honest food with a ‘from-the-heart’ service mindset, set in a divine ambiance. We aim to establish a new benchmark in the vegetarian dining industry by combining authentic flavours, exceptional hospitality, and a memorable atmosphere.

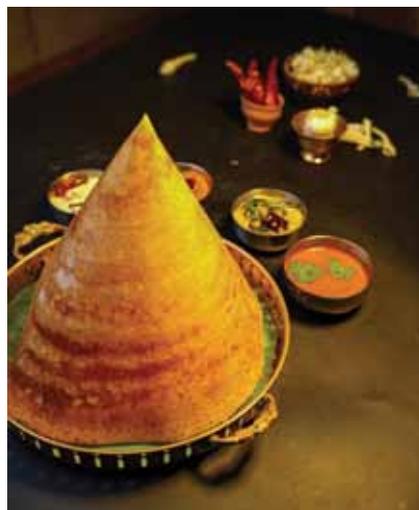
How are you approaching the competitive dining environment to keep growing?

Our restaurant was built from scratch with meticulous design and ambiance, ensuring a standout guest



“

We aim to establish a new benchmark in the vegetarian dining industry by combining authentic flavours, exceptional hospitality, and a memorable atmosphere



experience. Our team engages guests by sharing the brand story, fostering an emotional connection beyond just dining. We offer a curated selection of premium vegetarian dishes for every occasion, using top-quality ingredients and adhering to a strict no-entry policy for vanaspati, palm oil, and MSG, setting us apart from competitors.

Focus on customer experience?

At our restaurant chain, we have created a family-oriented work culture where everyone feels a strong sense of belonging to both the brand and the workplace. This fosters a seamless workflow and smooth operations. Our hospitable front-of-the-house team ensures that every guest is warmly welcomed, treated equally, and served from the heart. We take guest feedback humbly and discuss it during our daily team briefing and debriefing sessions to continuously improve our service.

Every fortnight, we hold an all-team meeting to ensure that every team member feels heard and valued. This platform allows us to address any grievances between departments and work on effective solutions to maintain smooth operations. We firmly believe that a brand is only as strong as the systems it implements and follows. At Benne Bhavan, we meticulously adhere to our Standard Operating Procedures across all departments, ensuring consistency, efficiency, and excellence in our day-to-day operations.

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Tell us about the approach on being with the time and keeping your brand in sync with customer expectations.

Being in the hospitality industry requires continuous evolution to offer new and exciting experiences



to our guests. We have introduced quarterly fests and events that bring fresh additions to our menu, allowing us to test new dishes and incorporate the most popular ones into our main offerings. Guest feedback from these events is carefully analysed, ensuring we adapt to changing preferences effectively.

For example, our butter podi paniyaram is a creative twist on the classic kara paniyaram, where we cut it into pieces and wok-toss it with generous amounts of ghee, podi, and tadka. Another bestseller, ghee curry leaves podi idiappam, features scrambled idiappams wok-tossed with flavourful in-house-made curry leaves podi and ghee, along with a perfectly balanced tadka. These innovations help us stay ahead while preserving the authenticity of vegetarian dining.

Have you taken steps toward sustainability?

‘Restaurant is a re-ordering business.’ At Benne Bhavan, we are always listening, and we take guest feedback and reviews very seriously.

At our restaurant chain, we have created a family-oriented work culture where everyone feels a strong sense of belonging to both the brand and the workplace



We prioritise necessary measures to adapt to changing times, ensuring maximum customer retention and strengthening brand advocacy through our guests. We take pride in saying that our outlet is almost plastic-free. Our packaging materials are biodegradable and reusable, aligning with our commitment to sustainability.

When it comes to our workforce, we value diversity and inclusivity. We maintain an almost equal men-to-women ratio, as we believe in providing equal opportunities for everyone. We also employ individuals with partial disabilities, assigning them tasks suited to their abilities, ensuring they contribute meaningfully to our team.

Upcoming plans?

With a current growth rate of 33% every month since the launch, we are actively working on creating SOPs in all areas to maintain the high standards that our brand believes in. Upon completing 12 months of operations, we aim to open QSR outlets with a minimal menu, manpower, and real estate across the city, where the food will be supplied from the main kitchen or outlet.

Our goal is to open at least five QSRs within Trichy and three more large-format outlets in three new cities within the next three years. All these expansions will operate through a ‘FICO - franchisee invested, company operated’ model. This approach will allow us to serve more people and satisfy all our guests who wish to enjoy our food on a regular basis. ■





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INNOVATIVE DRAINAGE SOLUTION IS CRITICAL TO KITCHEN HYGIENE

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Maintaining hygiene in commercial kitchens has long been a challenge, especially when it comes to drainage systems. Traditional commercial kitchen drainage solutions have proven to be inefficient, leading to significant hygiene concerns. Even a newly commissioned kitchen starts facing issues like foul Odors and insect infestations within months of operation. The primary reason? Conventional gratings merely direct wastewater into drain channels without addressing the long-term consequences—clogging, microbial growth, and pest infestations.



The hygiene crisis in conventional kitchen drainage systems

Traditional drainage systems allow water and food waste to flow through perforated filters. Over time, these filters become clogged with grease, oil residues, and food particles, creating an ideal breeding ground for bacteria, insects, and foul odours. Once micro-organisms infiltrate the kitchen space, they pose a severe health risk, even leading to potential food contamination and poisoning. For hoteliers and restaurateurs, these hygiene lapses can lead to reputation damage and regulatory non-compliance.

Introducing B3 Aqua Drainage

B3 Aqua Drainage System is an innovative solution designed to address these concerns. It features an advanced trap system infused within the drainage, effectively preventing the passage of insects and pests. Unlike conventional gratings, B3 Aqua incorporates a specialised filtration mechanism that captures larger waste particles before they enter the drainage, reducing blockages and ensuring seamless water flow.

Key features and benefits of B3 Aqua Drainage

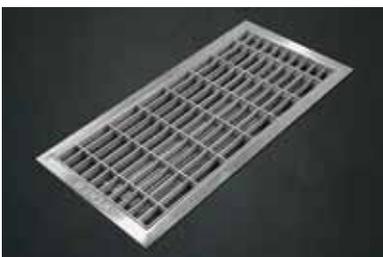
1. *Integrated Trap System* - Blocks insects and pests from entering the kitchen area through the drainage system, ensuring a hygienic space.
2. *Specialised Filtering System* - Prevents solid waste and grease from clogging the drains, reducing maintenance efforts and costs.
3. *Stainless Steel* - High-quality, rust-resistant stainless steel enhances longevity and hygiene standards.

Beyond Kitchens: The ideal solution for bathrooms

While commercial kitchens greatly benefit from B3 Aqua, this drainage solution is equally effective for home bathrooms. The integrated filtration system captures fallen hair, soap residues, and other debris, preventing plumbing issues and minimising the risk of unpleasant odours. Many new kitchens and bathrooms face insect infestations and drainage problems due to inefficient filtration systems. B3 Aqua prioritises environmental hygiene by keeping drains clean, odour-free, and pest-resistant.

B3 Aqua is not just a functional upgrade—it is a necessity for modern kitchens and bathrooms. By preventing waste buildup and ensuring smooth drainage flow, B3 Aqua sets a new benchmark in drainage technology, making it an essential investment for homes, hotels, and commercial kitchens. ■

“
Unlike conventional gratings, B3 Aqua incorporates a specialised filtration mechanism that captures larger waste particles





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ROSS PRISTINE: REDEFINING CLEANLINESS AND SHINE IN SANITARY CARE

The world of sanitation and cleaning solutions is constantly evolving, and at Rossari Professional, we take pride in staying ahead of the curve. It is with great excitement that we introduce our latest breakthrough product: Ross Pristine - Sanitary Destainer/ Polish. This cutting-edge innovation is set to revolutionise how cleanliness and maintenance are approached in institutional/ commercial settings.

The Science Behind Ross Pristine
Ross Pristine is meticulously formulated to tackle the toughest stains, restore shine, and provide long-lasting protection to a variety of surfaces. Designed with

both efficiency and gentleness in mind, this product ensures that no surface is damaged while delivering impeccable results. Whether it is hard water stains, soap scum, or accumulated grime, Ross Pristine works effortlessly to eliminate them, leaving behind a pristine and polished finish.

Versatile Application Across Multiple Surfaces

One of the standout features of Ross Pristine is its adaptability across a range of materials, making it an indispensable tool for professional cleaners, facility managers, and even homeowners who take pride in maintaining spotless environments. It is perfectly suited for:

- **Ceramic Surfaces:** Restores the original shine and eliminates tough stains without abrasion.
- **Porcelain Fixtures:** Removes dullness and unsightly marks to enhance bathroom and kitchen aesthetics.
- **Stainless Steel Surfaces:** Provides a streak-free shine while forming a protective layer against future staining.
- **Glass and Mirrors:**

Leaves surfaces crystal clear with a non-smudging finish.

• **Tarnished Materials:** Effectively revitalises metals such as brass, aluminium, bronze, and copper, restoring their brilliance and preventing further oxidation.

Key Features That Set Ross Pristine Apart

1. Powerful Stain Removal

Ross Pristine is engineered to effortlessly combat the most stubborn stains. Whether it is limescale buildup, or soap scum, the advanced formula ensures thorough cleaning with minimal effort. This feature is especially valuable in high-traffic areas such as hotels, hospitals, and commercial kitchens where hygiene and presentation are paramount.

2. Superior Polishing Action

Unlike conventional cleaners that only remove dirt, Ross Pristine goes a step further by adding a polished finish to surfaces. The formula is designed to enhance the natural lustre of materials while forming a protective barrier that resists future stains and tarnishing. This means longer-lasting cleanliness

with reduced maintenance efforts.

3. Gentle Yet Effective Formulation

Despite its powerful cleaning capabilities, Ross Pristine remains gentle on surfaces. Many harsh chemicals tend to degrade materials over time, but Ross Pristine ensures safe and effective cleaning without compromising the integrity of surfaces. This makes it an ideal solution for both delicate and durable materials.

4. Multi-Purpose Usability

Ross Pristine is not just another cleaning product—it is a versatile solution that caters to various environments. Whether it is a high-end hotel, a corporate office, a medical facility, or a household, its broad range of applications makes it a valuable asset. From keeping restrooms spotless to maintaining kitchen equipment, Ross Pristine is the go-to solution for all sanitation needs.

Enhancing Our Product Portfolio and Market Presence

With the introduction of Ross Pristine, Rossari Professional continues to strengthen its

foothold in the cleaning and sanitation industry. We understand the dynamic demands of our clients and strive to provide solutions that enhance efficiency, reduce maintenance efforts, and ensure superior results.

By adding Ross Pristine to our product lineup, we reinforce our commitment to delivering high-quality cleaning solutions that not only meet but exceed industry standards. Our customers can now enjoy an elevated level of cleaning performance, ensuring that their spaces remain pristine and presentable at all times.

The Future of Cleaning: Why Ross Pristine is a Game-Changer

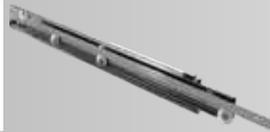
Ross Pristine by Rossari Professional is a revolutionary sanitary destainer and polish, designed to streamline cleaning with its multifunctional capabilities. It saves time, effort, and costs while ensuring superior hygiene and surface restoration. This launch marks a milestone in innovative cleaning solutions, setting new industry standards in maintenance and cleanliness. ■



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Health considerations driving Indian beverage market

The Indian beverage market is diverse and dynamic, encompassing various products from traditional fruit drinks to modern energy beverages. Here's an overview of the current trends in the Indian market.

By Megha Paranjpe, Food Systems Asia

The market is segmented based on fruit content:



- Fruit Drinks: Typically contain up to 30% fruit content.
- Nectars: Have fruit content ranging from 20% to 50%.
- 100% Fruit Juices: Contain no

added sugar or preservatives. Consumers increasingly favour beverages with higher fruit content and lower added sugars due to health considerations. This shift has led to a growing demand for 100% fruit juices and nectars.

Categories based on fruit and sugar content are as follows:

- 100% Fruit Juice: Premium segment with no added water or sugar. Popular in urban areas but priced higher.
- Fruit Drinks/ Nectars: Contains 10%30% fruit pulp/

juice, often mixed with water, sugar, and preservatives. These are more affordable and widely consumed.

Smaller pack sizes, such as 100 ml and 150 ml, are gaining popularity, especially for on-the-go consumption

- Flavoured Beverages: Some products contain less than 10% fruit content and rely on artificial flavours and sweeteners.
- Sugar Content Regular Variants: Typically contain 10-15 grams of

sugar per 100 ml. Low sugar/No sugar Variants: Increasingly popular, with brands using

- natural sweeteners like stevia or reducing sugar content to 5 grams or less per 100 ml.
- Regulatory Influence: FSSAI guidelines are pushing for reduced sugar content, especially

in products targeted at children

Price per Pack Size

Pricing varies based on brand, fruit content, and packaging. For instance, a 150 ml pack of let's say Pomegranate Juice with Aloe Vera Chunks & Juice is priced at ₹13.22 per 100 ml, total of approximately ₹19.83 per pack.

Pack size and their prices (price per pack) variants:

Size Small Packs (100-150 ml): Priced between ₹10-₹25, these are popular for on-the-go consumption and cater to price-

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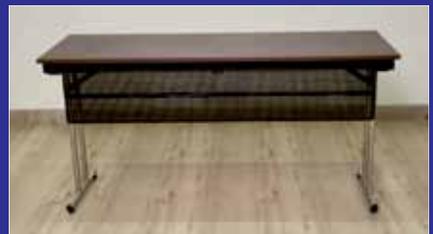
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sensitive consumers.

Medium Packs (200-250 ml): Priced between ₹20-₹40, these are widely available and preferred by individuals.

Large Packs (500 ml 1 liter): Priced between ₹50-₹120, these are targeted at families and in home consumption.

Premium Packs (cold pressed/100% Juice): Priced higher, typically ₹100 - ₹300 for 500 ml, targeting health conscious urban consumers.

Potential of 100 ml or 150 ml Packs: Smaller pack sizes, such as 100 ml and 150 ml, are gaining popularity, especially for on-the-go consumption. They offer affordability and convenience, appealing to price-sensitive consumers and those seeking portion control. Brands are increasingly offering these smaller packs to cater to the growing demand. They cater to impulse buyers, children, and

low-income groups.

- **Price Sensitivity:** The ₹10 price point is critical in India,



they make fruit-based beverages accessible to a wider audience.

Importance of the ₹10 Price Point

- **Mass Market Appeal:** The ₹10 price point is a psychological barrier for many consumers, especially in rural and semiurban areas. It makes fruit based beverages

accessibility and encourages trial among new consumers. Affordable pricing strategies have been instrumental in expanding market reach beyond urban center.

Key Drivers of Growth Health and Wellness

- **Rising awareness of health benefits** associated with natural fruit juices.
- **Urbanisation and Convenience:** Increasing demand for ready-to-drink beverages in urban areas.
- **Affordability:** Smaller packs and competitive pricing (e.g., ₹10 packs) are making fruit based beverages accessible to a larger population.
- **Innovation:** Introduction of new flavors, functional juices, and cold pressed options.

The ₹10 price point is critical in India, as it aligns with the purchasing power of a large segment of the population, especially in rural and semi-urban areas



as it aligns with the purchasing power of a large segment of the population, especially in rural and semi-urban areas.

- **Growth Potential:** Smaller packs are expected to drive volume growth in the juice market, as

affordable for daily consumption.

- **Volume Driver:** While margins are lower, the ₹10 pack drives high volumes, making it a key strategy for market penetration.
- **Competition:** Many brands are introducing ₹10 packs to compete with traditional beverages like sodas and local drinks (e.g., nimbu pani, lassi).
- **The ₹10 price point is crucial** in penetrating rural and semiurban markets, where consumers are highly price sensitive. Offering quality beverages at this price enhances

Challenges Price Sensitivity:

- **Price and Quality:** Maintaining quality while keeping prices low is a challenge for brands.
- **Competition from Local Beverages:** Traditional drinks like nimbu pani, coconut water, and lassi remain strong competitors.
- **Regulatory Compliance:** Adhering to FSSAI guidelines on sugar content and labelling. ■





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Pride Hotels celebrates excellence in Talent & Culture and Learning & Development

IWOH News

THE LEADERS OF PRIDE Hotels Group were recognised at the World HRD Congress.

On February 18, 2025, Pride Hotels Group celebrated its Corporate Asst. HR and Learning & Development leaders as they were honoured at the 33rd World HRD Congress, held at Taj Lands End, Mumbai. The prestigious event recognised outstanding contributions in human resources, organisational development and leadership, bringing together top professionals from around the world.

A highlight of the evening was the recognition of Roshan Kumar Jha, Corporate Assistant Talent & Culture Manager of Pride Hotels Group, who was awarded the Global Young HR Professional of the Year 2024. Shailendra S. Dharme, Corporate Head of Learning & Development, was recognised as one of the Top Training & Development Influencers 2024.



The recognitions at the World HRD Congress is a testament to Pride Hotels Group’s dedication to excellence. With a steadfast focus on fostering a thriving, inclusive and growth-oriented work culture, Pride Hotels Group ensures that its employees remain at the core of its success.

As Pride Hotels Group continues its journey of excellence, the organisation remains committed to enhancing its Talent & Culture and Learning & Development initiatives, ensuring continuous growth and opportunities for all employees. Through its dedication to employee empowerment, the group is shaping a future where innovation, leadership, and inclusivity drive success. The awards received at the 33rd World HRD Congress serve as an inspiration to continue pushing boundaries and setting new industry standards. ■



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WAVECREST SENSOR FAUCETS:

WHERE SUPERIOR T&S DURABILITY MEETS CONTEMPORARY STYLE AND AESTHETICS



T&S Brass and Bronze Works, a leading manufacturer of foodservice and commercial plumbing products, is all set to unveil yet another innovative line of commercial sensor faucets,

WaveCrest in India during AAHAR, the International Food and Hospitality Fair 2025. WaveCrest line combines contemporary style with commercial-grade durability for busy and modern facilities.

The WaveCrest line of designer sensor faucets is available in various styles and finishes - Polished chrome and finger-print resistant brushed nickel and matte black. WaveCrest faucets feature below-deck electronics that add to the much-desired sleek appearance of modern facilities. Intuitive sensor activation and auto-flush capabilities add more to the ease of use. WaveCrest

also offers standard or medical heights for additional customisation along with single- and three-hole mount options.



The WaveCrest line also offers electronic soap dispensers with touchless technology designed to both enhance cleanliness and style for commercial spaces. Available in

polished chrome, brushed nickel and sleek matte black finishes, these soap dispensers come with top-fill functionality for easy refilling and an intuitive sensor system. WaveCrest soap dispensers are available in two different model numbers, one for foam soap and one for liquid soap. In short, WaveCrest dispensers ensure both hygiene and convenience meeting the growing need for touchless and hassle-free hand wash solutions in existing times.

WaveCrest line of faucets and soap dispensers suits best the needs of modern-day office buildings, restaurants, hotels and conference centers, colleges and universities, and public venues like airports and stadiums that look for timeless sophistication combined with long-term reliability.

“Our WaveCrest line allows facilities to choose sophisticated, aesthetically pleasing designs with timeless elegance—without compromising durability, quality, or sustainability,” said Shawn Kuhlman, T&S Director of International Sales. ■





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IWOH News

NOTO ICE CREAM, INDIA'S leading guilt-free ice cream brand, has raised ₹15 crore in its latest funding round led by Inflection Point Ventures (IPV), with participation from JITO and Lets Venture. The funds will be utilised for expanding into Tier 1 and Tier 2 cities, launching innovative flavours and formats for the summer, supporting marketing on food-tech aggregators and quick-commerce platforms, upgrading infrastructure, and boosting brand awareness through experiences.

Founded in 2019, NOTO Ice Cream has disrupted the ice cream industry by offering indulgent, healthy ice cream options that don't



compromise on taste. With a mission to provide healthier alternatives without sacrificing flavour, NOTO is rapidly becoming a market leader in the good-for-you ice cream category. The brand is also backed by well-known personalities such as John Abraham, Rannvijay Singha, and Kunal Bahl, who share NOTO's vision of making guilt-free indulgence accessible to all.

NOTO was co-founded by Varun Sheth, a chef and serial entrepreneur with extensive experience in the hospitality industry, and Ashni Shah, a design and fashion enthusiast with expertise in marketing and operations. Sheth's entrepreneurial journey began with 1Tablespoon, which pioneered the concept of sourdough pizzas in Mumbai, while Shah's

background in creative entrepreneurship helped establish her as a force in the hospitality sector.

Vinay Bansal, Co-Founder, Inflection Point Ventures, said, "Health-conscious consumers often struggle between satisfying their sweet cravings and adhering to a healthier lifestyle. The existing options often compromise on taste or nutritional value, creating a gap in the market for truly guilt-free indulgence. NOTO ice-cream is solving this problem with its unique flavours that don't compromise on either taste or nutritional values. At IPV, we are drawn to the startup's commitment to address a real consumer need. Their vision to redefine desserts aligns with lots of Indians, making it a scalable startup with meaningful impact."

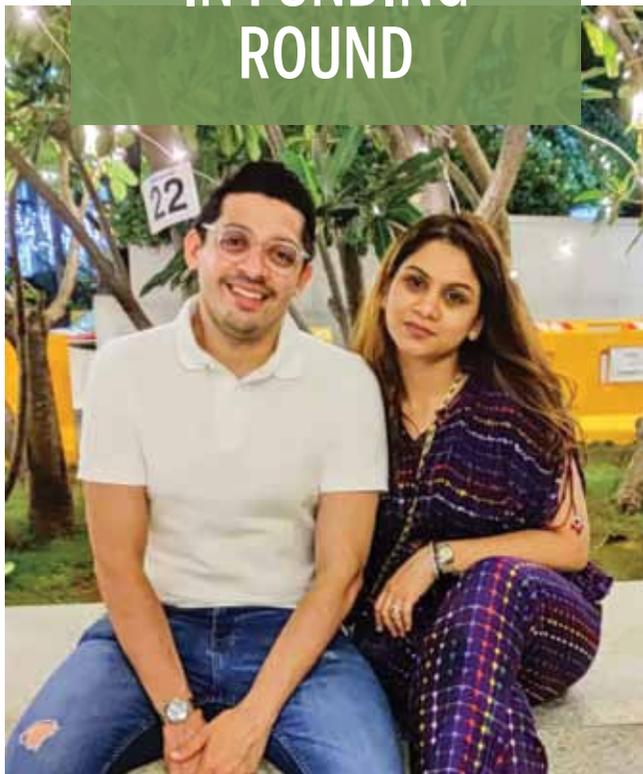
NOTO is operational across multiple cities including Mumbai, Delhi, Bengaluru, Hyderabad, Chennai and Pune, and is expanding aggressively into new markets such as Ahmedabad, Kolkata and Lucknow. The brand is listed on food delivery platforms like Swiggy and Zomato, as well as quick commerce platforms such as Zepto, Blinkit, Instamart and Flipkart.

Varun Sheth, Co-Founder & CEO, NOTO, says "At NOTO, Eating, Not Cheating is at the heart of everything we do - we serve desserts that are guilt-free and full of flavor. This funding fuels our expansion into Tier 1 and Tier 2 cities, paves the way for more NOTO-riously good innovations. As we continue to redefine the ice cream experience, we're excited to scale new heights. We appreciate IPV's support in this journey."

The Indian ice cream market, valued at ₹228.6 billion in 2023, is projected to reach ₹956 billion by 2032. With a shift towards premium, healthy, and innovative ice cream offerings, the market is poised for significant growth, driven by higher disposable incomes and the increasing penetration of quick commerce platforms. ■

NOTO is operational across multiple cities including Mumbai, Delhi, Bengaluru, Hyderabad, Chennai and Pune, and is expanding aggressively into new markets such as Ahmedabad, Kolkata and Lucknow

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ADARSH HOTEL UNIFORMS: CRAFTING ELEGANCE, DEFINING HOSPITALITY

In the world of hospitality, first impressions are everything. The crispness of a waiter's jacket, the tailored grace of a concierge's suit, and the precision of a chef's coat all speak volumes before a single word is exchanged. Adarsh Hotel Uniforms understands that uniforms are more than just clothing—they are a statement of professionalism, elegance, and brand identity.

Signature attire for every hospitality professional

The company offers meticulously crafted work wear for every segment of the hospitality industry. From luxury fine-dining establishments to dynamic café settings, its designs strike the perfect balance between sophistication and functionality.

For fine-dining and luxury wait-staff, premium waiter jackets paired with custom-designed shirts and trousers elevate service staff aesthetics. Café and bar professionals benefit from trendy denim aprons that merge contemporary style with comfort. Culinary experts and master chefs can command their kitchens in elegant chef coats,

complete with coordinating aprons and caps. Meanwhile, concierge and



management teams exude prestige in tailored blazers and VIP service coats. Even outdoor and catering professionals enjoy durable, weather-friendly uniforms designed for versatility and resilience.

Each uniform is designed with

brand identity in mind, ensuring that hospitality teams reflect the ethos of their establishment with effortless style.

A legacy of excellence, a vision for the future

Founded on the principles of trust, craftsmanship, and integrity, Adarsh Hotel Uniforms is led by Deepak Kumar Kansal, a stalwart in the textile industry. His unwavering

commitment to offering luxury at factory prices has cemented the



Deepak Kumar Kansal, Founder, Adarsh Hotel Uniforms

brand's reputation as a trusted partner in hospitality work wear.

His vision is now carried forward by Rachit Mohan Gupta, Kumar Saurabh, and

From luxury fine-dining establishments to dynamic café settings, its designs strike the perfect balance between sophistication and functionality



Avani Gupta, a team of next-generation leaders dedicated to redefining hospitality uniforms with innovation, precision, and a deep understanding of modern aesthetics.

With a focus on premium quality, affordability, and customisation, the company continues to set industry benchmarks by ensuring that high-end hospitality fashion remains accessible and impactful.

Why hospitality brands trust Adarsh Hotel Uniforms

The company has become the preferred choice for top-tier hospitality brands due to its commitment to excellence. Some of the key reasons include:

- Factory prices, premium quality - Luxury work wear without inflated costs.
- On-time, always - Ensuring deadlines are met with precision.
- 100% customisation - Tailor-made uniforms that reflect a brand's unique identity.
- Unparalleled variety - Catering to every aesthetic, from classic elegance to modern minimalism.

With seamless ordering, instant consultations via WhatsApp, and a hassle-free design process, it guarantees a smooth and rewarding experience for its clients.

Experience the craftsmanship, first hand

Customers can visit the Delhi showroom to explore luxurious fabrics, personalised designs, and the finest craftsmanship in hospitality workwear. Whether seeking bespoke



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uniforms or pre-designed collections, the team is ready to curate the perfect look for any brand.



Introducing 'Finesse' – the new era of luxury hospitality work wear

The company is set to launch 'Finesse,' an ultra-luxurious collection that redefines elegance and prestige while maintaining factory pricing.

Designed for elite hotels, fine-dining restaurants, and high-end catering services, 'Finesse' features sophisticated tailoring,

exquisite fabrics, and unparalleled craftsmanship, elevating



The company is set to launch 'Finesse,' an ultra-luxurious collection that redefines elegance and prestige while maintaining factory pricing

brand image through impeccable design.

With a strong belief that hospitality excellence begins with the perfect uniform, Adarsh Hotel Uniforms continues to shape the future of luxury work wear—one stitch at a time. ■

Industry News

DoubleTree by Hilton Whitefield Bengaluru completes one year

IWOH News

DOUBLETREE BY HILTON Whitefield Bengaluru has completed its one-year of operations in February 2025. Over the past year, the hotel has established itself as a premier destination for both business and leisure travelers, offering world-class hospitality and a commitment to creating memorable guest experiences.

Since its opening, DoubleTree by Hilton Whitefield Bengaluru has rapidly gained a strong market presence, achieving significant success within just six months. This accomplishment reflects the hotel's dedication to excellence, personalized service, and the renowned DoubleTree CARE philosophy—Caring, Attentive, Responsive, and Empowered—which ensures every guest enjoys a welcoming and seamless stay.

Reflecting on the hotel's remarkable first year, Shyam Kumar, General Manager, DoubleTree by Hilton Whitefield Bengaluru, expressed his appreciation, "It has been an incredible journey, and we are proud of the impact we have made in the hospitality landscape of Bengaluru. Achieving our market share within the first six months



is a testament to our team's dedication and the unwavering support of our guests. At DoubleTree by Hilton, we are committed to spreading the light and warmth of hospitality, and this milestone only strengthens our resolve to continue delivering exceptional experiences."

He further acknowledged the pivotal role of ownership in the hotel's success, "We are fortunate to have the support of Kalyani Developers, who share our commitment to quality and excellence. Their vision aligns perfectly with Hilton's values, and together, we have created a hospitality experience that stands out in Bengaluru."

Priyanka Raju, Director, Kalyani Developers, expressed her excitement about the hotel's progress: "Witnessing the success of our first hotel in its inaugural year has been truly rewarding. We believe that hospitality thrives on the finest details—ensuring each guest enjoys an exceptional experience that translates into long-term loyalty and profitability. The DoubleTree CARE philosophy makes all the difference, ensuring that every stakeholder, from our guests to our team members, feels valued and supported." ■



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Sarovar Portico, Ajmer

IN A STRATEGIC MOVE to expand its footprint in Rajasthan's hospitality sector, Sarovar Hotels, in partnership with Exemplary Hotels Pvt. Ltd., announced the launch of Sarovar Portico, Ajmer. The hotel brings modern hospitality to the historic city, catering to a growing demand for premium accommodation among both business and leisure travellers.



Sarovar Portico features 88 well-appointed rooms and suites across four categories - Superior, Premium, Jr. Suite, and Suite. The hotel is designed to offer guests a soothing retreat with modern amenities and thoughtfully curated



spaces. Guests can indulge in diverse culinary experiences at Flavours, the all-day dining restaurant, unwind in the rooftop swimming pool, or stay active at the fitness centre. The hotel also boasts state-of-the-art banqueting and conferencing facilities that can host up to 500 guests, making it an ideal venue for business meetings, social gatherings, and grand weddings. ■

Highland Sarovar Portico Sindhudurg

STRENGTHENING ITS FOOTPRINT IN Maharashtra's coastal belt, Sarovar Hotels, in partnership with Highland Constructions Pvt. Ltd., announced the launch of Highland Sarovar Portico, Sindhudurg. Nestled in the heart of the Konkan region, the hotel offers a serene retreat in a destination renowned for its unspoiled beaches, rich cultural heritage, and celebrated Malvani cuisine. Strategically located just 12 km from Chipi airport and 2 hour drive from Goa Airport, Highland Sarovar Portico is set to become a key hospitality landmark in the region, catering to travelers seeking comfort, authenticity, and an immersive coastal experience.

Designed to provide a seamless blend of comfort and local charm, the hotel features 50 well-appointed rooms, categorized into Deluxe Rooms with Balcony and Premium Rooms with Balcony, each offering breath-taking sea views and a tranquil ambiance. Guests can indulge in authentic regional delicacies at Flavours - the all-day

dining restaurant, known for its Malvani cuisine and fresh seafood specialties. Thoughtfully designed leisure offerings, including a swimming pool and wellness services, create a rejuvenating escape, making the hotel an ideal choice for travelers seeking relaxation and cultural exploration. ■



Royal Orchid Hotels

MARKING THE COMPANY'S CONTINUED expansion in key commercial hubs of the country, Royal Orchid Hotels Ltd. (ROHL) has announced ramping up the room inventory of Regenta Suites Gurgaon, the leading hospitality brand's one of the oldest hotels in Gurugram, in the Indian state of Haryana. Driven by the influx of new industries and businesses and ongoing demand for quality and functional accommodations in this business district, the property plans to add additional 48 suites to the existing property taking the total room count to 115.

The existing property, located near the Golf Course Extension and Good Earth City Mall, is among the first all-suite full-service hotels in Gurgaon. The hotel's close proximity to industrial corridors and Delhi-NCR makes it an ideal destination to cater to diverse segments of corporates. The property boasts a rooftop pool and a unique all day dining restaurant. The pillarless banquet hall of the hotel can host between 200 to 300 people making convenient for local corporates and social events alike. Regenta Suites is located in a mixed-use complex that also features a retail mall, entertainment venues, wellness centers, and more. ■



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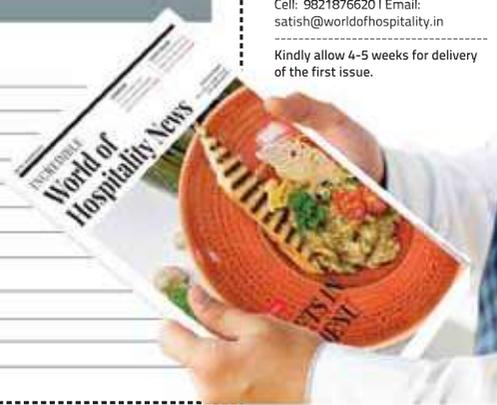
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Aarogyaa by The IBNII



THE IBNII COORG, an Eco Luxury Nature resort, where sustainable living meets luxury, as the Luxury of Tomorrow, recently announced the opening of Aarogyaa by The IBNII, an exclusive Ayurvedic healing sanctuary within its premises. Offering guests a transformative wellness experience, rooted in ancient Ayurvedic principles and eco-sustainability, Aarogyaa by The IBNII is designed to rejuvenate the mind, body, and soul through a multi-faceted approach to holistic well-being.

Aarogyaa by The IBNII is spread over 15 acres within The IBNII, which sits over a 125-acre lush premise. This dedicated Ayurveda sanctuary is located amidst three water bodies, with a dedicated Kitchen and restaurant for preparing diet-based food according to each patient's satvik requirements, a large Yoga deck overlooking one of the Natural ponds, inhouse Ayurvedic Doctor with 6 male & female therapists and dedicated 8 new Ayurveda cottages.

An Ayurvedic Wellness Retreat, Aarogyaa by The IBNII Coorg integrates Ayurveda, Yoga, Pranayama, and therapeutic activities, providing guests with a well-rounded, immersive experience. By combining traditional healing techniques with modern relaxation therapies, the luxury retreat fosters a deep sense of inner balance and rejuvenation. ■



Nasi and Mee

NASI AND MEE, the pioneer of Southeast Asian cuisine in India, proudly unveiled its newest and largest restaurant on Convent Road, Bangalore. The

standalone property marks the brand's flagship outlet, celebrating a decade of culinary excellence since its inception in 2015. With this launch, Nasi and Mee now has five restaurants in Bangalore and eight across South India.

The Convent Road restaurant is a visual spectacle, designed as a hidden underwater grotto brimming with marine life.

Guests will find themselves

surrounded by vibrant marine life, corals, and bespoke light fixtures shaped like tiger sharks and jellyfish. The whole theme is centred around all those magical diving spots in Southeast Asia -- from Raja Ampat in Indonesia to Sipadan in Malaysia. Complementing the aquatic theme, lush foliage and an inviting al fresco seating area create a tropical escape in the heart of the city.

To commemorate the launch of this flagship space, Nasi and Mee is reintroducing its Asian breakfast with the Shiok Breakfast Club. This menu pays homage to Southeast Asia's rich morning traditions, featuring classics like N&M Kaya Toast with house-made kaya jam, the indulgent N&M Fren-Cha Toast with matcha foam, and the bold X.O. Benedict with poached eggs and X.O. Chilli. ■



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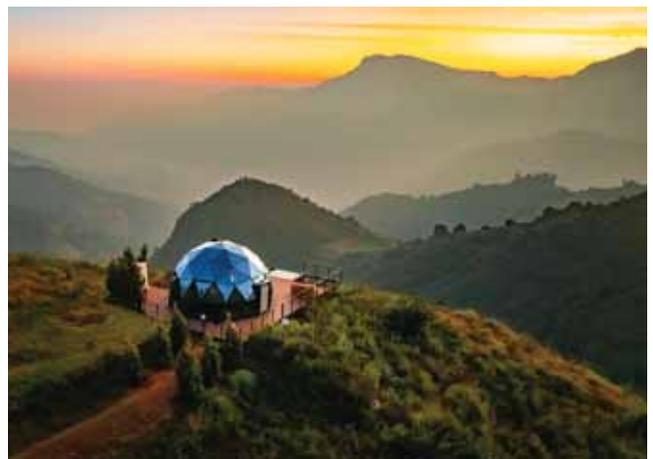
Luxeglamp

LUXEGLAMP ECO-RESORTS, India's pioneers in luxury glamping has become the first resort to introduce a romantic eco-sensitive **Luxe Chateau** 'Glass Glamps' in the country. Located at Luxeglamp's eco-resort at

Kodaikanal these double-glass domes provide a clear 360° view, excellent sun protection, warmth preservation, and wind resistance functions allowing one to enjoy uninterrupted views of the surrounding forests and starry night skies. Experiences provided for couples include a luxurious floating breakfast in the infinity pool, a delightful afternoon tea experience, a scenic guided Horse ride through nature's beauty, an intimate Candlelit Dinner outdoor dining

experience under the stars with a specially curated 5-course gourmet meal, a private sauna as well as a cozy private campfire, perfect for an enchanting evening.

The Glass Glamps feature minimalist interiors with nature-inspired rustic homes of the Wild West, private decks for outdoor relaxation, and eco-friendly amenities. This new concept continues Luxeglamp's mission of blending sustainability with comfort, ensuring an unforgettable escape for nature lovers and travellers seeking something extraordinary. ■



Sarovar Hotels

SAROVAR HOTELS, IN PARTNERSHIP with Mahendra Associate, proudly announces the launch of Tulip Inn Bhopal. This modern mid-range hotel strengthens Sarovar Hotels expanding portfolio, offering affordable yet sophisticated accommodations as part of Louvre Hotels Group.



Tulip Inn Bhopal offers seamless access to the city's cultural, historic, and entertainment landmarks, making it an ideal choice for modern travelers seeking comfort and convenience. The hotel features 54 well-appointed Deluxe rooms, thoughtfully designed with a contemporary yet inviting aesthetic, along with essential amenities

and facilities, including specially designed rooms for differently-abled guests.

Guests can indulge in a multi-cuisine experience at Tulipe, the all-day dining restaurant, or unwind at L'Atelier, a stylish lounge bar set in a tropical ambiance. The hotel also boasts state-of-the-art banqueting and conferencing venues, making it a preferred destination for business meetings, social gatherings, and grand weddings. A fully equipped fitness center further enhances the guest experience, catering to travelers looking for wellness and relaxation. ■



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Taj Bandstand

INDIAN HOTELS COMPANY (IHCL) also announced the Taj Bandstand project, a new landmark set to redefine Mumbai's skyline. The Bhoomi Pujan took place in the presence of Hon'ble Chief Minister of Maharashtra, Devendra Fadnavis, and N. Chandrasekaran, Chairman, Tata Sons.

Taj Bandstand, spread over 2 acres will house 330 rooms and 85 apartments with multiple dining options, convention spaces and world-class facilities. The project will also include the development and maintenance of the surrounding area with landscaped gardens, sporting and recreation activities as well as entertainment options paying tribute to the city's diverse and rich cultural heritage. With the addition of this hotel, IHCL will have 17 hotels in Mumbai including 5 under development. ■



Taj, Ayodhya

INDIAN HOTELS COMPANY (IHCL), also signed a Taj hotel in Ayodhya, Uttar Pradesh. This development with the Solitaire Group is a brownfield project. Spanning across 7.2 acres, the 300-key Taj Ayodhya, a unit of The Solitaire Group, will be designed by Indian fashion designer Tarun Tahiliani and will feature 29 luxury villas. The hotel will feature an all-day diner, two specialty restaurants along with J Wellness Circle spa, gym, swimming pool, and kids' club. For events and celebrations, the hotel will offer expansive banquetting space spanning over 34,000 sq. ft. Ideally located near the Lucknow-Ayodhya Highway, the hotel is approximately 20 minutes from Ram Mandir. ■

Mandawa, Rajasthan, IHCL SeleQtions



THE BRAND ALSO ANNOUNCED the signing of a SeleQtions hotel in Mandawa, Rajasthan at the beginning of this year. In a conversion project, the haveli has been authentically restored to preserve its historical charm.

Originally built in the 1870s, the haveli offers a remarkable glimpse into Mandawa's storied past. Its mural paintings, dating back to the 1890s, feature intricate depictions of religious icons, floral and geometrical motifs, and scenes from life of the era. At the haveli guests can indulge in the culinary offerings at the all-day-diner, bar, or rooftop restaurant. Recreational facilities include a swimming pool, hammam, spa, and gym. The restored 17-key IHCL SeleQtions Mandawa will be extended to 35 keys. Nestled in Rajasthan's Shekhawati region, Mandawa is renowned for its exquisitely painted havelis, which feature the world's largest collection of European-inspired frescoes, attracting tourists from around the world. With the addition of this hotel, IHCL will have 28 hotels in Rajasthan including 6 under development. ■



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Chalet Hotels



● Chalet Hotels recently announced the appointment of



Gaurav Singh as its Chief Operating Officer (COO), effective January 15, 2025. In his new role, Singh will be focusing on asset management, driving operational excellence, ensuring efficiency to strengthen the business and design scalable processes for Chalet Hotels.

Indian Beverage Association (IBA)



● Indian Beverage Association (IBA), India's national apex body for the non-alcoholic beverage industry, has announced the appointment of **Dr. Dharmendra Singh Gangwar, IAS (Retd.)**, as the new Secretary General. With a distinguished career spanning over 35 years, Dr. Gangwar has held key leadership positions in public administration, policy formulation, and governance across the Government of India, state government, and public sector enterprises.

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center



● Sheraton Grand Bengaluru Whitefield Hotel & Convention Center recently announced the elevation of **Swapnil Nandurkar** as the new Director of Sales. With over 14 years of distinguished experience in the hospitality industry, Swapnil has been an integral member of the hotel's leadership team, having previously served as the Associate Director of Sales. His extensive career includes roles at prominent global brands such as Taj Hotels Palaces Resorts Safaris, Mumbai & Hyderabad, JW Marriott Pune.

Renaissance Bengaluru Race Course Hotel



● Renaissance Bengaluru Race Course Hotel recently announced the appointment of **Suman Gulia** as the Director of Sales and Marketing. With an impressive 17-year track record in the hospitality industry, Gulia brings a deep understanding of sales dynamics and strategic marketing to her new role. Prior to joining Renaissance Bengaluru Race Course Hotel, she served as the Cluster Director of Sales at Taj Holiday Village and Taj Fort Aguada Resort & Spa in Goa, where she played a pivotal role in driving revenue and market expansion.

Bengaluru Marriott Hotel Whitefield

● Bengaluru Marriott Hotel Whitefield has announced the appointment of **Sujit Kumar Giri** as the new Food and Beverage Manager. In his new role at Bengaluru Marriott Hotel Whitefield, Giri will head the F&B operations, curate innovative dining experiences, and implement industry-leading standards to elevate the hotel's culinary offerings. His expertise in guest engagement, team leadership, and strategic planning will play a pivotal role in shaping the future of the hotel's food and beverage landscape. ■





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ibis Styles Mysuru



● **ibis Styles Mysuru** recently announced the appointment of **Chef Gaurav Bansal** as its new Head Chef. With over 13 years of distinguished experience in the hospitality industry, Chef Bansal is celebrated for his mastery of Western cuisine and his flair for crafting innovative fusion dishes that captivate the palate. Bringing a wealth of culinary expertise, Chef Bansal has honed his skills across some of the finest hospitality establishments, most recently serving as Executive Sous Chef at Sheraton Grand Bangalore Hotel at Brigade Gateway.

Meluha The Fern, Mumbai



● **Ameet Wagh** has joined Meluha, The Fern, as Director of Sales and Marketing. He has been associated with the hospitality industry for more than two decades. In his two-decade-long career, he has worked with some of the best hospitality brands. Before joining Meluha, he was working with Fidato Hotels as Vice President, Sales & Marketing. He started his career at Sterling Resorts and has worked with brands like Intercontinental Hotels, Sarovar Hotels, Pride Hotels, and Sun and Sand Hotels, to name a few.



● **Clint Rodrigues** has joined Meluha The Fern, Mumbai, as Director of Food & Beverage. In his current position, he is responsible for managing the entire F&B operations of the hotel, including the 24-hour coffee shop Tiara, the lounge bar Vandal, and Parabola. Rodrigues is a seasoned F&B operations person and has two decades of experience under his belt. Before joining Meluha, he was associated with Park Inn by Radisson (RHG) Bournemouth, UK. He has also worked with reputed brands such as The Resort (Chalet Hotels), Holiday Inn (IHG Hotels) and JW Marriott in Mumbai.

Hyatt Centric Juhu Mumbai



● **Hyatt Centric Juhu Mumbai** recently announced the appointment of **Xenia Jamshyd Lam** as its new General Manager. With over 14 years of diverse hospitality experience, Lam brings a dynamic leadership style, a strong focus on strategic planning, relationship building, and project management, and a passion for delivering exceptional guest experiences. Prior to joining Hyatt in 2023, Lam honed her expertise with IHCL (Indian Hotels Company), where she played a key role in enhancing operational excellence and driving guest satisfaction.



Novotel Hyderabad Convention Centre

● **Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (HICC)** recently appointed **Prasanna Venkatesh** as their new Director of Operations. With over two decades of global hospitality experience, Venkatesh is a dynamic leader recognised for his expertise in operational strategy, guest experience enhancement, and service excellence. Most recently, Venkatesh led operations at the Pullman & Novotel complex in Aerocity, New Delhi. ■



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Renaissance Bengaluru Race Course Hotel



● Renaissance Bengaluru Race Course Hotel announced the appointment of **Ho Chi Ming** as its new Executive Chef. With a wealth of experience spanning over 16 years in the hospitality industry, Chef Ming will lead the hotel's culinary operations, introducing his signature style and innovative approach to international cuisine. Chef Ming brings an impressive background in Japanese, Thai, Chinese, Vietnamese, and broader Asian cuisines, making him a valuable addition to the hotel's diverse culinary team. His extensive experience includes working with luxury hotels and prestigious pre-opening projects over the past decade.



Novotel Hyderabad

● Novotel Hyderabad Airport appoints **Kartikeyan R.** as the Director of Operations. Bringing a wealth of experience from both India and international markets, Karthikeyan is set to enhance the hotel's operational efficiency and guest experience, further strengthening its position as a premier hospitality destination in Hyderabad. In his new role, Karthikeyan will oversee the hotel's day-to-day operations, ensuring seamless coordination across departments to enhance efficiency and service quality. His strategic vision and expertise in hotel management will be instrumental in elevating Novotel Hyderabad Airport as a preferred destination for business and leisure travellers alike.



Growth Advisors International Network (GAIN)

- Growth Advisors International Network (GAIN), the leading global travel, hospitality and MICE advisory firm for growth & innovation, recently announced the formation of its Asia Pacific Leadership Team.
- **Martin Bookallil** - GAIN Advisor | Expertise: Hospitality Tech & Digital Acceleration, Business Technology Strategy, Vendor Growth and Optimisation
- **Greg Beatty** - GAIN Advisor | Expertise: Cybersecurity Governance, Personal Data Law & Compliance, Legal Due Diligence
- **Harish Chandra** - GAIN Advisor - Expertise: Technology Strategy, Digital Transformation, Product Development, Business Development & Growth
- **Silvio Reale** - Lead GAIN Advisor | Expertise: Fractional C-Level Commercial Executive & Advisor, Guest Room Interactive Technology Leader
- **Brendon Granger** - Lead GAIN Advisor | Expertise: Guest Room Technology, Vendor Certification, Feasibility & Technology Reviews, Product Sourcing & Selection, Project & Product Management ■

Ernst & Young



● **Meenu Tognatta** has been appointed as the President of Housekeeping Operations at Ernst & Young. Her two-decade tenure at ITC Hotels played a significant role in establishing world-class service protocols, elevating guest experiences, and driving operational excellence. Beyond her contributions to hospitality, her eight-year association with PHA (Professional Housekeepers Association) has been instrumental in launching initiatives like PHA-Yuva and the PHA North Chapter. In recognition of her dedication, PHA honoured her with the 'PHA Par Excellence Award' in 2023.



Kshemavana, SDM Institute of Naturopathy & Yogic Sciences



● Kshemavana, SDM Institute of Naturopathy & Yogic Sciences, a leading wellness centre in Bengaluru, recently announced the appointment of **Raghavendra Rao** as Director of Operations. As Director of Operations, Rao will be responsible for the day-to-day operations of the retreat, ensuring the smooth delivery of services, maximising guest experiences, and spearheading strategic efforts to enhance Kshemavana's operational effectiveness. His leadership will play a key role in driving innovation and maintaining the retreat's core values of holistic well-being and excellence.

Novotel Kolkata Hotel & Residences



● Novotel Kolkata Hotel & Residences welcomed **Rajneesh Kumar** as its new General Manager. With over two decades of experience in the hospitality industry, Kumar brings a strong background in operational excellence, revenue management, and guest experience innovation. Before joining Novotel Kolkata, he served as General Manager at Courtyard by Marriott Faridabad -Aravalli Resort, contributing significantly to its success.

Hilton Bangalore Embassy Golflinks

● **Bavani Srinu** has been appointed Cluster Marcom Director, Hilton Bangalore Embassy Golflinks, Hilton Bengaluru Embassy Manyata Business Park, and Hilton Garden Inn Bangalore. With an impressive career spanning over 18 years, Srinu has held leadership roles in Singapore, Dubai, and India, while also managing marketing strategies for the Australian market. She has spearheaded innovative marketing campaigns, scaled businesses, and launched high-impact sales strategies.



Nihal Kurian has been appointed as Commercial Director at Hilton Bangalore Embassy GolfLinks. Before becoming the Commercial Director at Hilton Bangalore Embassy GolfLinks, he led the Sales & Marketing team at Renaissance Bengaluru Race Course Hotel, where he played a key role in driving revenue growth. Kurian's career journey is marked by his association with some of the most esteemed hospitality brands, including Bengaluru Marriott Hotel Whitefield, Fairfield by Marriott Bengaluru, and Hilton Garden Inn Pune Hinjawadi. ■

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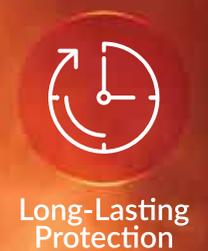
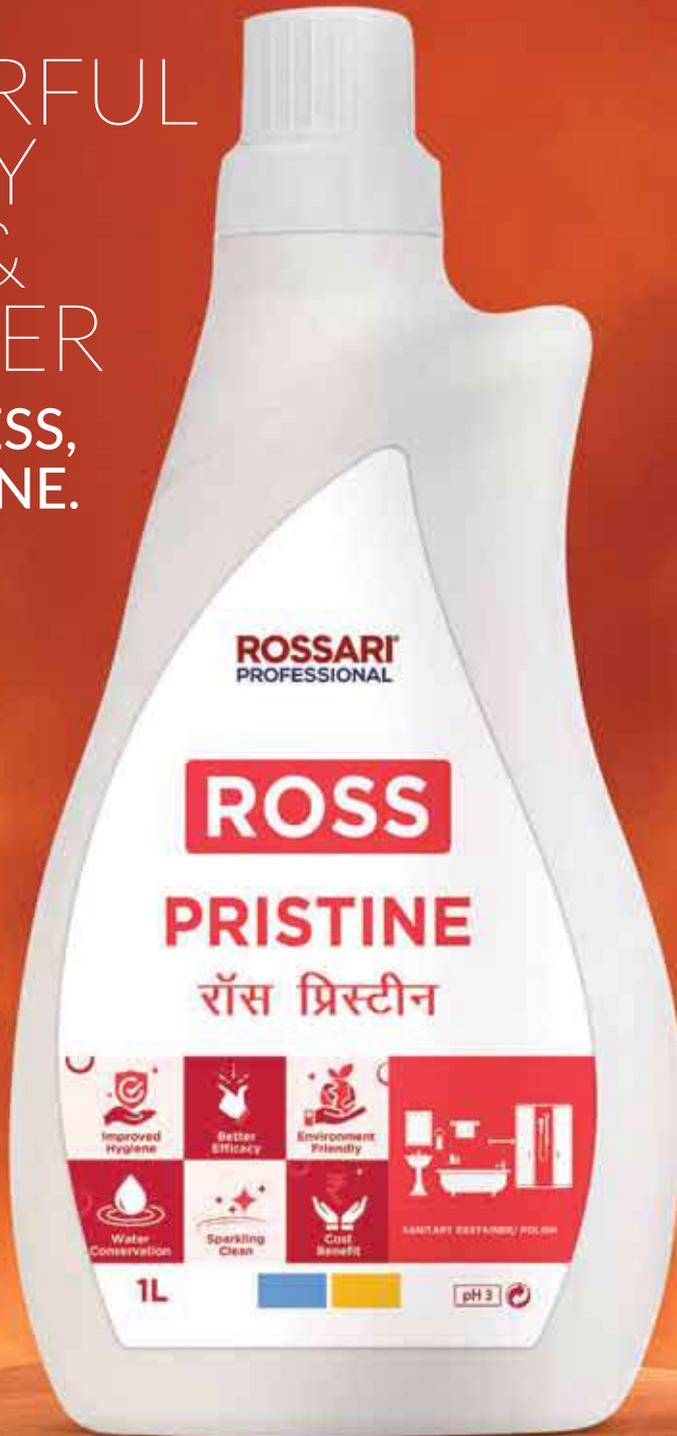


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