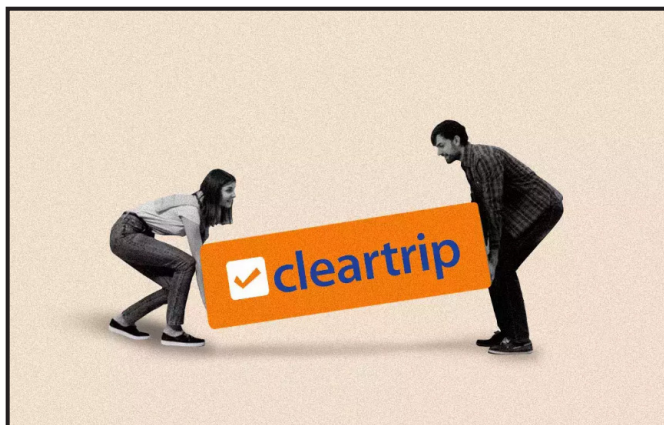


Cleartrip aims to expand hotel business in 2023

Hotels will be the single biggest focus area for Flipkart-owned travel portal Cleartrip following the relaunch of the vertical about seven months ago, with aims to expand its partner hotel network from 20,000 to 80,000 this year, across two- to five-star categories.

In 2023, Cleartrip intends to add 60,000 more hotels to its listings, chief executive officer Ayyappan R. said in an interview. "In three years, we want hotels to be our number one business and not air. Even during the best of times, hotel had only 60-65% occupancy in the country, and is a very perishable inventory. We need to have a solution for it. In the online travel aggregator (OTA) space, even the largest player has air as its biggest business vertical. For us, we are very clear, it will commercially be a very important segment as it will not just be about taking the share away from other OTAs, but building ourselves a new segment." About 50% of airline transactions happen online, while it is just 20% for hotels, he said.



Platform 65 eyes overseas footprint



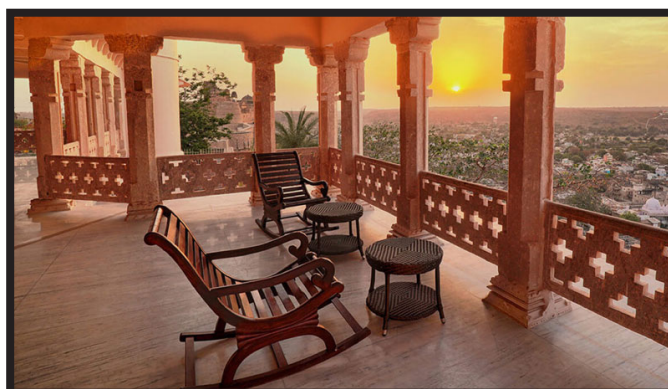
Sadgun Patha

Launched in November 2019, Hyderabad-based Platform 65 is India's Largest Train Restaurant, set in a quirky rail theme. The restaurant chain is now planning to expand its presence aggressively, said co-founder and MD Sadgun Patha. Riding a rapid growth curve the brand is now planning to branch out overseas, informed Patha. "As we have received exponential positive response from our patrons we are planning to expand more aggressively compared to previous years. We have already signed contracts in three different locations: two at Karnataka and one at Hyderabad. Both our Karimnagar branch and Vizianagaram branch are already in the construction phase. We are planning to open both the branches in February this year. Also, if everything goes well, in 2-3 years down the line we will take our brand abroad. We are contemplating opening branches in the USA, The UK and Canada."

Hoteliers of Madhya Pradesh seek investors for upgrading hospitality infrastructure

Hoteliers of Madhya Pradesh have invited investors for developing hotels and recreational facilities in the state in a meeting with leading hoteliers of the country at Hotel and Restaurant Association of Western India meet recently.

The Madhya Pradesh committee of the Hotel and Restaurant Association of Western India has said that the state has a lot of



scope in the hotels, adventure, recreational and wellness sector, inviting investors to set up projects in MP. The meet attended by over 20 leading hoteliers of the country was held in Mumbai.

Sumit Suri, cChairman, MP Committee, Hotel and Restaurant Association of Western India, said, "Hospitality sector is growing in MP and has a lot of scope looking at the swelling needs from leisure and corporate clients among others. Madhya Pradesh government has rolled out impressive incentives and schemes for the hospitality sector. We have discussed various opportunities and options available in the sector for investors in MP."

Smart Hospitality Market is expected to generate USD 133.7 billion by 2031, says Allied Market Research



According to the report published by Allied Market Research, the global smart hospitality market garnered USD 18.8 billion in 2021, and is estimated to generate USD 133.7 billion by 2031, manifesting a CAGR of 22.0% from 2022 to 2031. The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers a valuable guidance to leading players, investors, shareholders, and startups in devising strategies for the sustainable growth and gaining competitive edge in the market.

Based on region, Europe held the largest share in 2021, contributing to nearly two-fifths of the global smart hospitality market share, and is projected to maintain its dominant share in terms of revenue in 2031. In addition, the Asia-Pacific region is expected to manifest the fastest CAGR of 23.7% during the forecast period. The research also analyzes regions including North America and Asia-Pacific.

FSSAI to operationalise norms related to standards of packaged drinking water

The FSSAI has decided to operationalise the draft regulations related to standards of packaged drinking water (other than mineral water) until the final notification is done. The regulations were related to



the value of total dissolved solids, calcium and magnesium.

According to the FSSAI, it was decided upon request from the stakeholders seeking time for transition to new regulations.

"Representations have been received from the stakeholders seeking transition time for implementation of the direction and after due consideration, the authority has decided to extend the date of implementation for the above direction by 01.07.2023 or until final notification of ibid draft regulations whichever is earlier," reads the direction.

The Fern Hotels & Resorts ventured into gourmet-casual F&B space with Doughway burgers



Opened its first outlet in Pune

The Fern Hotels & Resorts has ventured into the gourmet casual F&B space with the first outlet of burger brand Doughway burgers at Pune. The company plans to open 30 more outlets in the next two years, a release issued by the company said. Operating under the cloud kitchen space, Doughway Burgers offers a variety of gourmet burgers.