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“Our Zero Mile Water concept is already being utilised by several customers in the HoReCa industry”

Boon started in 2014 as Swajal, with an aim to provide clean drinking water to the socially weaker sections of the society, especially in rural villages, such as in Rajasthan, where women have to travel long distances to fetch water. The water that they are able to finally bring back is also not fit for drinking or consumption due to organic and inorganic contaminants. After a lengthy research, the company discovered a system to accomplish its target and then married the system with solar panels to enable a truly decentralized, sustainable, reliable, and consistent source of water. Now the brand is serving big names in the hospitality industry such as JW Marriott, The Ritz-Carlton, Grand Hyatt, Ibis, Andaz, Taj, Oberoi etc. **Asmita Mukherjee** spoke with **Dr. Vibha Tripathi, Founder, Boon** to understand the brand’s journey and focus on the hospitality sector.



Q How have you enhanced water purifiers with IoT and how has it helped to eradicate the impurities which we have in drinking water?

Using our in-house developed, patented system, Clairvoyant, we have been able to use advanced IOT and AI capabilities to offer a significantly better experience. Our purifiers are 4 times more efficient and the purified water can have up to 3 times more minerals than traditional RO purification systems. We have a graphic representation (GIF image) on our website, comparing a standard purifier to our system.

Q Please let us know about your product lines.

We currently have 3 broad product lines:

1. WaterSense: Monitoring and forecasting using predictive analytics powered by data collection, analysis and AI. Example: Currently deployed at Dal Lake, Srinagar in partnership with Srinagar Smart City Limited (SSCL).

2. WaterCube: Our lineup of water purifiers includes 5 base models, catering to different requirements. Anywhere between 20 to 2000 litres per hour of purified water, some of these machines also offer hot and cold options. Multiple five-star hotels, across India, are using our Water Purifiers to offer high-quality mineralized water to their customers.

WaterFiller: Our Filling machines enable us to offer a truly Zero Mile Water delivery system. This enables our partners and customers to purify water on-premises and use an automated filling machine that sanitizes the glass water bottles, fills them and seals them to be used on-premises. This eliminates the need to transport bottled water and offers customers a high-quality bespoke experience. Hotels like Fairmont, Alila, Andaz and Grand Hyatt are presently using such solutions.

Q How is the product aiding towards sustainability?

Our machines use less electricity and generate less wastewater as compared to traditional water purifiers. We are also pushing plastic aside and enabling our customers to offer drinking water in premium glass bottles instead of bottled water in plastic. Our system also enables say hotels to offer a zero-mile delivery system, thereby eliminating the need to transport bottled water in plastic over several hundred if not thousand kilometres, effectively reducing fossil fuel emissions as well. In 2022, Boon reduced carbon emissions by 548,459 kgs, which was equivalent to the amount of carbon 26,117 average mature trees would absorb in one year. This can also be understood comparatively as reducing 182, 928 kgs of plastic equivalent to 435

million straws, or 6,874,406 km of reduced driving distance equivalent to travelling 172 times around the Earth’s equator.

Q How can the water ATM reduce the number of plastic bottles used in the HoReCa industry?

By using our purifiers, just in 2022, we were able to reduce approximately 182,928 kgs of plastic waste. Our Zero Mile Water concept is already being utilized by several customers in the HoReCa industry.

Q What are the B2B tie-ups that you have at the moment and which ones are in the pipeline?

We have tie-ups with several well-renowned five-star brands such as JW Marriott, The Ritz-Carlton, Grand Hyatt, Ibis, Andaz, Taj, Oberoi and more.

Q What are your expansion and investment plans?

At present, we are in the process of scaling our existing solutions and making them available to a larger customer base. We have more demand than supply at the moment. We are well-funded and have strong cash flows, enabling us to focus better on growth and scale. Also, we are coming up with solutions that will cater to SMEs and eventually also individual households. ■

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'Mayfair Elixir aims to scale quicker & establish a greater presence across India'

Mayfair Hotels & Resorts through its arm, Elixir is keen to expand its footprint across India using the management route. **Bjorn Noel DeNiese, Managing Director, Mayfair Elixir** spoke to **Disha Shah Ghosh**, about their new property in Goa, upcoming projects and brand standardisation.

Q Mayfair has been a hotel brand with a geographical footprint largely concentrated in East India. What brought about the change in expanding your presence beyond the region?

Yes, Mayfair has been predominantly focused on the East. However, we have



had a presence in Goa for some time now. The Mayfair On Sea at Morjim is a new Mayfair property that comes under Mayfair Elixir - the management arm of Mayfair Hotels & Resorts. Through this arm, the brand intends to scale quicker and establish a greater presence across the country through our management offering. In the West, we have several properties in the pipeline including Alibag and Shirdi.

Q Till now, Mayfair has been an asset heavy company, what made you take the management route?

With a steady evolution of the industry and a clear focus on brand expansion adding on the management wing was a matter of time. While Mayfair may continue to

create and acquire new assets, Elixir will clearly focus on the strategic expansion of the brand in focus areas.

Q Especially for Goa which has a huge presence of branded, independent and boutique properties, what does Mayfair on Sea Morjim bring to the hospitality landscape of the city?

Mayfair has always been associated with very luxurious and opulent low-rise properties ensconced with greenery. Besides being an amazing beachfront resort, the rooms and facilities at the resort make it perfect for leisure travellers with curated music and poetry events happening regularly. It's a great option for buy outs as well having 35 rooms and a 3 bedroom sea-front villa with an expansive private deck.

Q Tell us about your new hotel openings in the pipeline.

We're all set and excited about the new property being launched in Guwahati, Assam shortly. This is scheduled to open in April, and we are currently taking bookings. We will be opening with an initial inventory of 96 rooms, and will have all 200+ ready by the year end. Besides this, we are also launching in Purnia, Bihar shortly with 110 rooms. This is an untapped city where

we see great potential. Alibaug will also be opening by October in our second offering on the West coast. The Mayfair presence in the West will be further strengthened by the Shirdi property which we're looking at for late 2024.

Q Which are the new revenue generating channels that you're exploring B2B as well as B2C?

We're definitely putting a lot more focus on enhancing the experience for both B2B as well as B2C channels. These include preferred partner programmes for B2B agents and a better website experience along with loyalty for B2C and B2B.

Q How will you ensure standardisation in service across your owned and managed properties?

We, of course, have our SOPs that we've been following within the group. Ensuring that the management is handpicked, familiarised with the Mayfair modus operandi and then introduced into the new properties is something we are doing. All hotel chains have their unique orientation programmes and at Mayfair we do too. Being a new vertical, this will continue to evolve in the days ahead. ■

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ROOMS WILL BE INCIDENTAL

It's quite certain that 'experiences' will soon overtake the usual facilities.

There is the oft-repeated quote that it's all about the journey and not reaching the destination. Banal as it might sound due to constant repetition, it does indicate the priority of the process over the product. Shorn of high falutin fluff, it means that ultimately food delight in the mouth is as relevant as the response to a restaurant's ambience.

Not too long ago business travel referred to a brusque corporate sort of in-a-hurry traveller who wouldn't be interested in frills, preferring luxury and convenience over anything reeking of extraneous lifestyle indulgence.

Today experiential holidays are one of the biggest trends in tourism. Any tourist, visitor, guest, or even business traveller will seek an 'experience' in a 'retreat' instead of 'accommodation' in a hotel room.

Earlier only luxury hotels were expected to walk the talk on the niche of 'experiences'. Now even the average guest in a classy hotel is keen on it. A survey recently pointed out the challenges on the horizon for hotels in this regard.

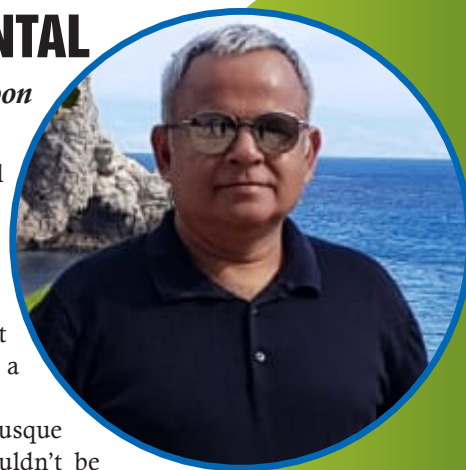
A decade back, AirBnB was touted as a challenge to the legacy hospitality business. It did appear so but the legions of finicky travellers, especially those on business, gingerly skirted that scene.

The pandemic changed all that.

The survey quoted almost two third respondents would rather spend more on better activities than in a slightly better hotel room. The sentiment, according to the survey, was that guests would 'want to come back having experienced something new'. It also threw up a mild scare to hotels who assumed their locational advantage would keep them unassailable in the face of demanding guests in case they just couldn't avoid destinations where they were located.

So here is the news. The experience-seeking guests have tasted blood and are not willing to accept anything less. Individuality has risen to the fore and a stay that is tailored to each guest's needs is the common demand. Technology has helped to customise the guest experience to ensure customer loyalty. If the experience is good and the room is fine, glam quotients can be ignored. That is the message the modern traveller is delivering loud and clear.

Flexibility and accommodation could be the answer. And we are not talking of rooms here.



Anurag Yadav
Industry Expert

Anurag Yadav is a travel author and columnist, writing on hospitality and design. An avid traveller, he has published five books and divides his time equally between Delhi and London.

The views expressed in the column are of the author, and may or may not be endorsed by the publication.

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‘Our aim is to automate almost all possible functions for a hotel partner and minimise manual data entry’

Bingoforge, a home-grown technology company which is into hospitality sales automation solutions started its operations in 2017. After achieving its goals of maximising revenue and profitability in the domestic market under the able leadership of **Zubin Bilimoria, the Founder MD & CEO of Bingoforge**, the company is now planning to focus on foreign markets such as the U.A.E, Turkey, South East Asia, Europe and Australia. **Asmita Mukherjee** spoke with Bilimoria to know about the future plans of the brand.



Q What was the reason behind launching Bingoforge? How has the journey been?

Bingoforge was established in 2017 with the sole purpose of solving all challenges faced in a sales operation setup. Sales Operation is the most important and critical function in any business. The journey has been one of learning and evolution of the product. This would not have been possible if I did not have the eagerness and open mind to listen to my counterparts in the industry. Every business has its ups and downs but understanding your customer's pain points and customising it to their needs is what builds the relationship.

Q Kindly brief us about your products.

myhotelCRM (MHC) is our flagship solution, a Hotel Sales CRM solution designed for the Hospitality Vertical. MHC is available in three solution categories, namely LITE, Business and Enterprise.

What are the new products that you are planning to launch keeping the tremendous growth in the hospitality industry in mind?

The Hotel CRM space is an area which has enormous potential and growth in terms of the scalability of the solution. Our new product lines moving forward shall be a Complete Travel Agency CRM Solution and an Airline CRM Solution.



Q How is Bingoforge enabling better business for its Indian clients?

Our most important differentiator is that our CRM solution is built around our hotel partners' requirements. We understand our hotel partners' challenges and enable better business acumen. myhotelCRM is built around hotel operation and sales processes and we offer the flexibility of customisation to our hotel partner's requirements and processes.

Q How can CRM minimise manual work of hotels?

There are many options in the CRM that

“ Being a cloud-based solution, we really do not restrict ourselves from selling and servicing customers in other parts of the world. However, this year we are consciously focusing on international markets like. U.A.E, Turkey, South East Asia, Europe and Australia. ”

enable us to first capture customers' buying habits and our new AI is being built to allow a salesperson to push offers and the right product to the right set of customers. The aim is to automate almost all possible

functions for a hotel partner and minimize manual data entry.

Q How important is CRM as a tool for marketing?

One of the most important functions of CRM is to maximise marketing opportunities. There are new tools being introduced every day to help our hotel partners innovate and create marketing campaigns. The strongest function of the myhotelCRM solution is that you can make your own custom reports and dashboard modules. There are lots more features to help grow their business and spend more time with customers than on piles of paperwork.

Q Which geographies are you serving right now and planning to expand into? What are your investment plans for 2023?

Being a cloud-based solution, we really do not restrict ourselves from selling and servicing customers in other parts of the world. However, this year we are consciously focusing on international markets like. U.A.E, Turkey, South East Asia, Europe and Australia.

Q What is your customer mix?

We service a mix of customers from Chains to Independent Hotels & Resorts. All our clients are important to us, and we would like to keep them all at the same level of importance. ■

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‘Our unmatched hospitality, spacious rooms, progressive food and beverage, and multiple meeting spaces with natural light enable us to stand apart from the competition’



**VISHRUT GUPTA, GENERAL MANAGER
NOVOTEL MUMBAI INTERNATIONAL AIRPORT**

Asmita Mukherjee | Mumbai

Vishrut Gupta, a dynamic General Manager with over two decades of extensive experience believes in creativity and a guest-centric approach. Gupta has recently taken the reins of the newly opened Novotel Mumbai International Airport. In a candid conversation, Gupta opened up about the elements the team at the hotel is working on to make sure the hotel is well received by the travellers.

Sharing an overview about the launch activities, Gupta informed, “We started our journey in May 2022 and since then we have been enthusiastically working towards the successful opening of the hotel. Novotel Mumbai International Airport is a new-age hotel, designed as the abode of comfort, magnificence and a very contemporary address. In our words, our guests find it very comfortable to be our guests.”

Speaking about the rooms that the hotel offers, Gupta said that the newly launched

hotel offers 268 keys, designed in a modern contemporary style. In a city like Mumbai, we are offering 34 square metres of rooms which are very spacious and are almost the best in class in our vicinity. He also included that being in an AAA location is always a plus point for the hotel; however, to make the most of it, they had to add a lot of things to the list to be in the competitive market. “As we deal with hyper-connected travellers, we need to ensure the thoughtful product and design our offerings around it. In line with that, we have introduced Wi-Fi 6 at our hotel. We are amongst the first hotels in the country that is on Wi-Fi 6, which is the next-generation wireless standard. In my opinion, these small things have great impacts on the guests.

Another aspect that we built into the DNA is to have sustainability at the core of everything we do. One of the first steps was to ensure single-use plastic-free guest rooms to multiple reviews and alternates to sustainable sourcing in F&B venues.”

Novotel Mumbai International Airport, which is now in its second month of operation, has already started getting a good response from the MICE segment. Gupta added that after the pandemic the resurgence of the industry and the bounce back of the MICE events has been phenomenal. He also informed that the hotel has already hosted quite a lot of leadership workshops, trade dinners and social functions.

Being located next to the airport and in the commercial hub of Mumbai, the hotel receives a lot of transit guests, informed Gupta. “The hotel receives a lot of corporate and transit guests, whose average length of stay at our hotel is around 2 nights.”

Speaking about the business mix that the hotel is receiving, Gupta shared, “F&B is a very significant driver of our business along with MICE. Our 3 F&B venues are thriving since they opened. Our Culinary team and Beverage team keep on challenging themselves to reinvent, as we believe there should always be a surprise element in the F&B segment for our guests.” Informing about the biggest revenue streams of the hotel, Gupta said, “Rooms are obviously our largest revenue stream, followed by F&B, Catering, and Wellness. Also, we get a noticeable chunk of the revenue from our ancillary services such as transportation and laundry services. However, 60-65% of our revenues come from room revenue. As we have opened very recently, our RevPAR and Occupancy levels are trending positively.”

While commenting about what differentiates the hotel from its competitors situated in the near vicinity, Gupta stated, “Our unmatched Hospitality, Spacious Rooms, unique F&B offerings, Meeting Spaces, one of its kind Roof Top Bar and Curated Experiences for our guests makes us stand apart from the competition.” ■

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WOMEN IN HOSPITALITY

Trailblazing Leadership

The Indian hospitality sector has seen a gradual rise in the number of women in leadership roles. The industry is constantly emphasizing on the gender parity as the current ratio of men to women employees in hospitality is outweighed by male employees. As we celebrate International Women's Day, **Asmita Mukherjee** spoke with female hospitality industry leaders who have been trailblazers, fearlessly and successfully navigating their careers.



“The status of gender equality in the hospitality industry has progressed over the years but it requires more attention”

Manisha Sharma, General Manager, Renaissance Bengaluru Race Course Hotel

In the current scenario, what do you think is the most significant barrier for women in the Indian hospitality industry?

In the last decade, the hospitality industry has witnessed continuous growth. This industry is one of the areas where women are employed in substantial numbers. However, the industry still needs to focus on equal opportunities for women in the workplace. Traditional gender-based job roles are the obstacles that can be found in career development of women. Although women have made it clear that they have the ability to perform with the same skill and success in every endeavour similar to men, the issue of gender discrimination still exists in a lot of workplaces.

According to you, what is the current status of gender equality in the hospitality industry?

The status of gender equality in the hospitality industry has progressed over the years but it requires more attention.

What do you find to be the most challenging part of your job?

I do not see challenge at a larger scale if you are completely aware of your business. However, traditionally, often it is considered that a male should be appointed as the General Manager.



“Male employees tend to be more “available” when it comes to work commitments or spending extra hours at work than women”

Chef Anna Kavya John, Pastry Chef, Sheraton Grand Bengaluru Whitefield Hotel & Convention Center

In the current scenario, what do you think is the most significant barrier for women in the Indian hospitality industry?

Not all employees prioritise their job over family and personal obligations in order to grow in their professional life. In my opinion, male employees tend to be more “available” when it

comes to work commitments or spending extra hours at work than women – in this manner women are always at a disadvantage since they, at most cases prioritize the commitments that men otherwise tend to keep at the back seat.

According to you, what is the current status of gender equality in the hospitality industry?

In an industry and a hotel like Sheraton, women make up for a significant percentage of the entire workforce. We showcase an incredible potential in leadership roles and most departments witness women in senior & domain head roles.

What do you find to be the most challenging part of your job as a bakery head where mostly male chefs have been leading the charge?

It's been my dream to be a professional chef/baker and I know I won't quit no matter what challenges life or work throws at me. We all have had difficult and exciting times in our career and if I were to pin down one such challenge it would undoubtedly be our physically strenuous nature of work. Chefs barely get to sit and relax at work – we are continuously on our toes and that at times does tire me out, but like I said – I won't quit no matter what! I love my job and nothing comes in the way!!

“Often I have come across an unconscious bias from clients and vendors whilst engaging with them for the work”

Swati Mohal Tandon, Sales Manager- MICE, ITC Grand Central

In the current scenario, what do you think is the most significant barrier for women in the Indian hospitality industry?

Over the last decade, the Indian hospitality industry has experienced tremendous growth. And, in this people's industry, women hold a very high percentage of the total workforce. However, streamlining career advancement, learning and development for ladies from various departments in the hospitality industry should be given a major focus.

According to you, what is the current status of gender equality in the hospitality industry?

Hotels have always been a pioneer in hiring women to strike gender equality in the work force and every day we strive for continuous improvement. Currently, I work in the responsible luxury brand, ITC Grand Central, Mumbai and would definitely like to share that it is indeed a healthy environment where every employee is treated with immense respect.

Equal shift timings, employee benefits, privileged maternity

leaves and much more are available for all ladies who work for this company.

What do you find to be the most challenging part of your job as a MICE manager?

Holding the office of MICE Manager gives me immense pleasure as I get the opportunity to be an integral part of people's professional and personal events. With the happiness of the same there are quite a few challenges too.

Often I have come across an unconscious bias from clients and vendors whilst engaging with them for work. And, on the other hand while a man is always seen as strong, impartial, just and responsible whereas, a woman goes through common judgement at times. But, the same is proved wrong by the lovely ladies who are a part of the team, with their intelligence, passion for the job and discipline.



“Companies now understand that they need to be a support system for female employees”

Neha Chhabra, GM, Courtyard by Marriott Bengaluru Hebbal

According to you, what is the current status of gender equality in the hospitality industry?

Over the last 10 years, there has been remarkable progress with companies trying to promote gender equality and overall supporting women in the workplace. Your family, partner, workplace policies,

and colleagues, all make up one's support system and each one plays an important part!

With more learning and development training available in hotel companies, both men and women are getting the chance to improve and grow within their preferred departments, as well help them to structure their overall career growth. The stereotypes are breaking and there is encouragement across the board. Companies now understand that they need to be a support system for female employees, either they give them

benefits of a crèche facility for the child or flexible hours at work, or even tailor-make an offer to retain the talent!

What do you find to be the most challenging part of your job as a GM?

The challenges of a GM is the same that any leader would have in any company, however, what makes our life unique is that no one day is the same. As a captain of the ship, the sheer dynamics of dealing with so many human elements make our day very interesting and challenging at the same time. We are responsible to keep the ship afloat in all odds. While our core responsibility will always be the business and delivering results, in the journey of achieving these quantifiable deliverables we need to juggle a lot of things; be it the guest expectations or handling the owners and the management company, or motivating and training the team. As we say we are as good as our teams, and a lot of effort goes into nurturing and developing them. Another challenge we are facing is that the explosion of social media and managing people's expectations through every channel, can become daunting at times.

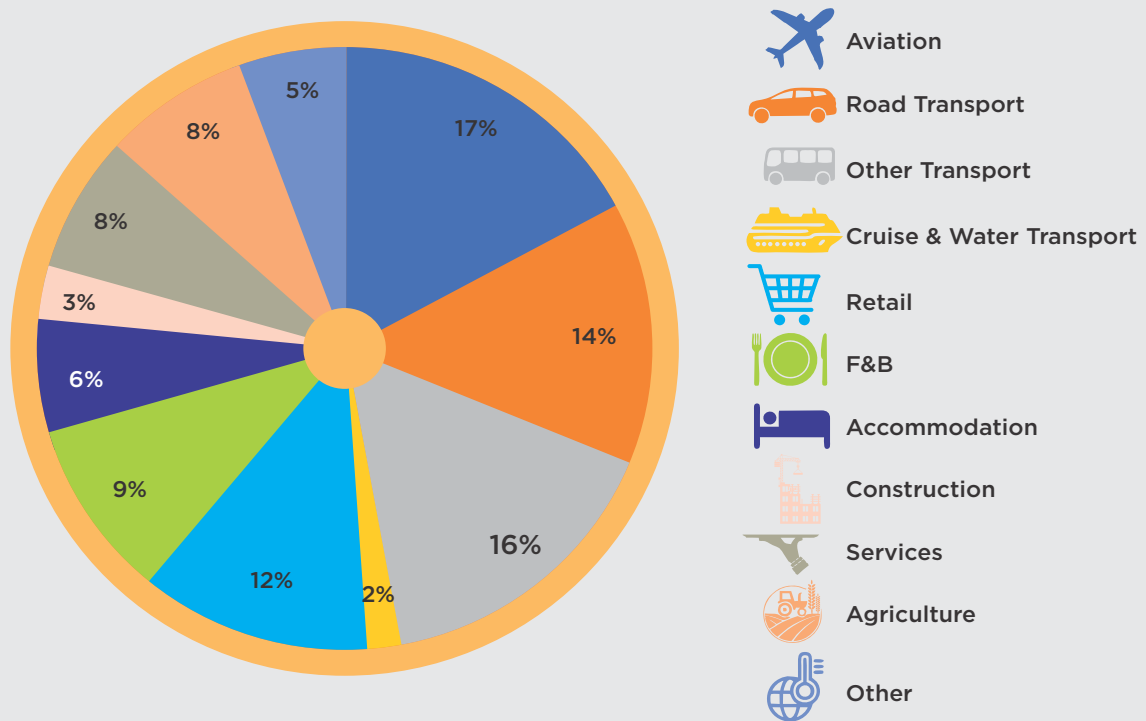
asmita.mukherjee@saffronsynergies.in

Green Initiative in hotel industry is the need of the hour: Sustainability in the Hospitality Industry Report

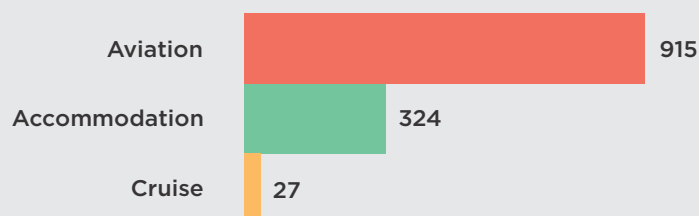
HBI Staff | Hyderabad

The hospitality industry has come a long way in adopting sustainable practices, however, there is much left to do in order to achieve sustainability goals on a global basis. Working in this direction HVS ANAROCK joined hands with Saint Gobain to launch the Sustainability in the Hospitality Industry Report.- Working Towards “Travel Without a Footprint” at HOPE 2023. The conference was held on March 2-3 at the Taj Convention centre, Goa. The report is a deep dive into the current sustainable practices adopted by the industry and how initiatives can be taken to reduce the carbon footprint left by the industry.

Split of Tourism-related GHG Emissions by Industry (Pre-pandemic)



2019 Carbon Emissions Estimates per Industry (million tCO₂e)



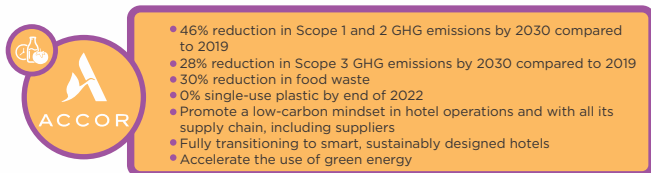
Sustainability In The Hospitality Industry: The Story So Far

Sustainability has become a key focus in the hospitality sector in recent years, with several hotel chains committing to reduce their environmental impact by implementing eco-friendly practices.

Hotels gain from sustainable practices in two ways: first, they enhance resource efficiency and provide cost savings, and second, these policies serve as a marketing tool, attracting today's eco-conscious travelers.

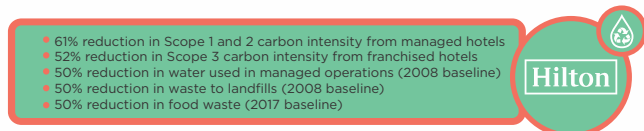
Environment & Sustainability Goals of International Hotel Chains

All the major international hotel chains have aligned their sustainability goals with the UN's Sustainable Development Goals and Targets and are working towards reaching "net-zero" emissions by 2050.



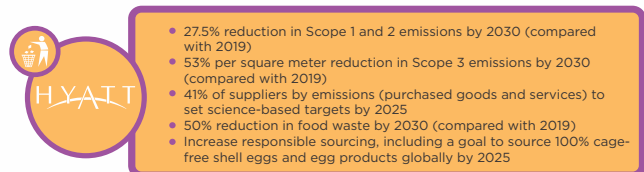
ACCOR

- 46% reduction in Scope 1 and 2 GHG emissions by 2030 compared to 2019
- 28% reduction in Scope 3 GHG emissions by 2030 compared to 2019
- 30% reduction in food waste
- 0% single-use plastic by end of 2022
- Promote a low-carbon mindset in hotel operations and with all its supply chain, including suppliers
- Fully transitioning to smart, sustainably designed hotels
- Accelerate the use of green energy



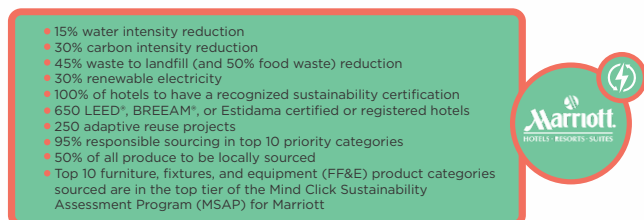
Hilton

- 61% reduction in Scope 1 and 2 carbon intensity from managed hotels
- 52% reduction in Scope 3 carbon intensity from franchised hotels
- 50% reduction in water used in managed operations (2008 baseline)
- 50% reduction in waste to landfills (2008 baseline)
- 50% reduction in food waste (2017 baseline)



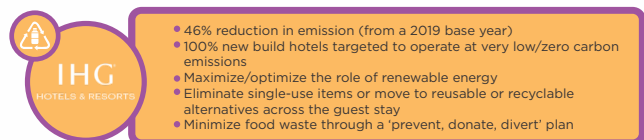
HYATT

- 27.5% reduction in Scope 1 and 2 emissions by 2030 (compared with 2019)
- 53% per square meter reduction in Scope 3 emissions by 2030 (compared with 2019)
- 41% of suppliers by emissions (purchased goods and services) to set science-based targets by 2025
- 50% reduction in food waste by 2030 (compared with 2019)
- Increase responsible sourcing, including a goal to source 100% cage-free shell eggs and egg products globally by 2025



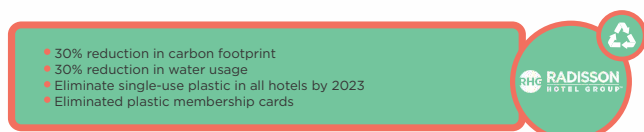
Marriott

- 15% water intensity reduction
- 30% carbon intensity reduction
- 45% waste to landfill (and 50% food waste) reduction
- 30% renewable electricity
- 100% of hotels to have a recognized sustainability certification
- 650 LEED®, BREEAM®, or Estidama certified or registered hotels
- 250 adaptive reuse projects
- 95% responsible sourcing in top 10 priority categories
- 50% of all produce to be locally sourced
- Top 10 furniture, fixtures, and equipment (FF&E) product categories sourced are in the top tier of the Mind Click Sustainability Assessment Program (MSAP) for Marriott



IHG

- 46% reduction in emission (from a 2019 base year)
- 100% new build hotels targeted to operate at very low/zero carbon emissions
- Maximize/optimize the role of renewable energy
- Eliminate single-use items or move to reusable or recyclable alternatives across the guest stay
- Minimize food waste through a 'prevent, donate, divert' plan



RADISSON HOTEL GROUP

- 30% reduction in carbon footprint
- 30% reduction in water usage
- Eliminate single-use plastic in all hotels by 2023
- Eliminated plastic membership cards

Government Incentives

Central Government

- The Ministry of Environment, Forest and Climate Change (MoEFCC): fast-tracks environmental clearance for building projects that are pre-certified or provisionally certified by IGBC and GRIHA
- Ministry of Urban Development: provides 1-5% extra ground coverage and Floor Area Ratio (FAR) for specific GRIHA projects

Punjab

- Additional 5% FAR at no additional cost to certain projects certified by IGBC and GRIHA
- 100% exemption of building scrutiny fee for projects rated Gold or above by IGBC

Uttar Pradesh

- Additional 5% FAR free of charge for IGBC Gold or above rated projects and GRIHA 4- or 5-star rated projects

Haryana

- Additional FAR of 9%, 12% and 15% for Green Buildings rated as Silver, Gold and Platinum respectively by IGBC
- Up to 15% additional FAR for GRIHA-rated projects

Rajasthan

- Additional 7.5%, 10% and 15% FAR at no additional cost for projects which are rated Silver, Gold and Platinum rated, respectively, by IGBC
- 7.5-15% additional FAR for GRIHA projects

West Bengal

- Additional 10% FAR for projects which are pre-certified or provisionally certified as Gold or above by IGBC and GRIHA

Andhra Pradesh

- 25% subsidy on total fixed capital investment of the project (excluding cost of land, land development, preliminary and preoperative expenses, and consultancy fees) for buildings with IGBC rating; subsidy capped at INR 50 crores in case of GRIHA rated projects
- 20% reduction on permit fees for IGBC projects

Himachal Pradesh

- Additional 10% FAR for IGBC Gold/Platinum rated projects and 4-and-5-star GRIHA rated building

Maharashtra

- Additional FAR of 3%, 5% and 7% for IGBC silver, gold and platinum rated projects, and 3-star, 4-star and 5-star GRIHA rated buildings, respectively

Gujarat

- Reimbursement of 50% of Certification fee up to INR 10 lakh to hotel and wellness resorts obtaining green rating from IGBC or GRIHA

Hybrid Delivery Approaches | Empowering Learning Outcomes

By Prof. Satish Jayaram, PhD – Ideator | Innovator | Incubator

The **why** and **what** of upgrades required in hospitality education were uncovered in my last two articles. Creating new storyboards to renew learning models and adopting multidisciplinary approaches to enhance hospitality education were adequately framed. This article will focus on **how** to implement that aspirational transformation in hospitality institutions. If module planning has limited visibility of static learning outcomes, it restricts the approaches by which learning can be delivered. Let us take a practical example, how would a learner, want to gain the skill to make great sandwiches? Taken through a presentation, limited laboratory skilling and more regurgitative exams?

Or in an interactive exchange on sandwiches, after peer learners have tasted five different sandwiches within a week? (a simple vada-pav is recognized as the 13th best sandwich in the world) After an engaging discussion on savouring a great sandwich, let learners taking turns to create an interactive sandwich buffet. If front facing learners consuming the sandwich, recognize and create a 1 min video byte for reels, as an example, that is the contributor's lunch incentive! Expert chef trainers can comment on the technique, styling and presentation as a class creates, tastes and exults over the ability to experience and apply. Resource allocation and execution need to be judiciously planned.

Compare this approach with the current method with which this information is top loaded on learners. Our learning universe extends beyond the classroom or laboratory and this eco-system must be put to methodical use, to achieve immersive and interactive learning. Educators can easily disrupt age old practice and reorganize delivery methods practicing diligence in design. If the community can be involved in

where learners are expected to reach a pre-determined, acceptable level through staid examination methodologies. Assessment strategies must uncover hidden potential and empower learners to apply themselves to grow the best version of themselves. This is possible when assessment strategy is conceived creatively, to meet the myriad opportunities for learners to harness their otherwise unknown, limitless potential.

The onus on stakeholders largely educators, industry or even community to explore alternate mapping of learning outcomes, whether generic or specific, remains an imperative as a harbinger of change. Mapping zones and their possibilities to provide structured learning frameworks are modelled above.



1. Conservative Mapping: Traditional learning outcome mapping works for focused and simplistic results, where knowledge transfer is potentially possible. Information is meaningless when it cannot be applied in a real-world context. Knowledge remains a precursor to any higher learning outcome, only its relative contribution, now needs moderation.

2. Integrative Mapping: Integration with transferable skills in laboratories has remained a comfortable fall-back, whereas fresh limitless learning from new industry models can be explored. The conception of skill transfers in curricula, must take into consideration the complex pressure of new model adaptation largely integrating contemporary technologies.

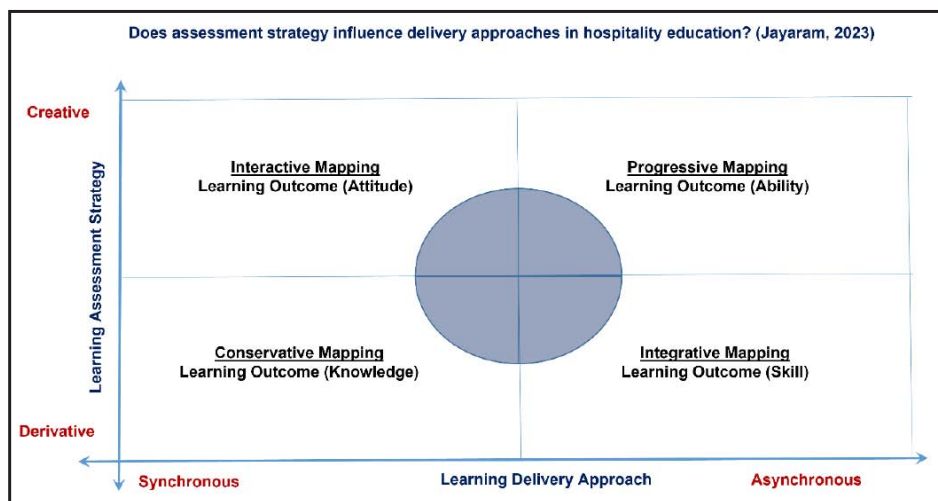
3. Interactive Mapping: Human and technological interactions have been practiced in delivery approaches through typical engagements, feedback and correction. The inner transformation and value creation to renew the degree of soft skills required for enterprise today, needs a remapping of expected attitudes, like the mindset for dealing with conflict or problem solving.

4. Progressive Mapping: Competences and abilities required in the future require mapping into learning outcomes urgently, even as academia explores an opportunity to structure these. Inter-personal abilities, accountability/responsibility for the planet, community and society at large, can only be developed by linking an empathetic acceptance of future cultural realities.

In conclusion, finding the right weights in each mapping zone to make education complete, remains a key priority for implementing change in hospitality education. If learning outcomes are not mapped

correctly, delivered liberally and assessed creatively, academia continues to remain in an impasse. My next article will conclude this 4-part series on hospitality education. Exploring “**what-if**” by opening our minds to a plethora of possibilities, will empower all our stakeholders for the future pragmatically. After all the learning that sticks, is the one that remains embedded in the conscience as empowering. ■

The views expressed within this column are the opinion of the author, and may not necessarily be endorsed by the publication.



the learning experience, it also sensitizes learners to external realities in a marketplace. Say learning to taste in a food-court or purchasing ingredients in the market place with a budget, to recognize commodities. Due credit to arguments on budgets, limitations and empowerment levels!

Educators and institutions remain comfortable with linear approaches to module delivery. Synchronicity has its advantages, yet, possibilities arising from asynchronous approaches are exponential. Limitations caused by assessment systems remain largely derivative

Homegrown brand - SpeedX, design & build bars. The company started its journey in 2011 when the founder, **Anirudh Singhal** was stuck waiting for a drink at a bar, when he realised that the main cause of the delay was the design of the bar itself and not the bartender. This realisation pressed him to design bars in such a way which eradicate delay for both the consumers and the bartenders. The brand being a pioneer in bar designing, boasts of clients such as the Hyatt Group, Oberoi Hotels, Accor, Hilton and F&B companies like The Bombay Canteen, Opedro, Veronica's, Speciality Restaurants Ltd, First Fiddle Restaurants, Cozy Box Bars etc. **Asmita Mukherjee** spoke with Singhal to understand their disruptive designs in the segment and expansion plans.



‘We are now slowly launching in key international markets like UK, US and Europe’

Q What are the marquee designs and price points that SpeedX offers to its HoReCa clients?

Our bar designs range from the conventional bar counter with a ledge and equipment beneath to the more new omakase-style cocktail stations where the bartender operates at the same level as the guest sitting across the counter. This elevates the level of interaction completely and makes the experience more immersive. Since these bars are all customised, the price range is far and wide.

Q Do you see a white space in the HoReCa market for the category?

Yes, as we are still the torch bearer when it comes to designing bars from a bartender's comfort and overall ergonomics and efficiency point of view. A lot of people in the business are still not aligned with these thoughts and therefore this is a space for many more to exist.

Q What are the design changes that you have seen during your decade-old business?

Over the decade we have seen significant changes in bar design and interior trends. Previously, bars were often dimly lit and had a classic, traditional look with wooden panels, mirrors, and brass finishes. However, today's bars are more focused on creating a unique and memorable experience for the guests. We've also seen a shift towards using more modern and unconventional materials like concrete, steel, and glass, creating a sleek and contemporary look. Another noticeable change is the focus on functionality, sustainability and eco-friendliness. Functionality has always been an essential aspect of bar design, but it's become even more critical over the years. With the rise of craft cocktails and mixology, bartenders need to have all the necessary tools and equipment readily available to them. There have also been notable changes as there is a growing demand for fancy bars in homes. In the past, people didn't really consider having a bar at home, but now it's becoming more popular, and our clients want their home bars to be just as stylish and functional as commercial bars.

Q What are the new themes/demands that you are witnessing while designing the bars for HoReCa clients?

As an industry professional, we have witnessed a surge in demand for well-designed bars. One trend that we're particularly encouraged

by is the increasing focus on cocktail programmes in Indian bars. This has been driving new design trends in the Indian industry, elevating the stature of Indian bars into the list of best bars in the Asian region. We've seen that even large hotels are realising the importance and the value added a well-designed bar brings to their restaurants, which is a significant change from a decade ago when standalone restaurants used to invest heavily in bar designs. Another positive trend we've noticed is that legacy brands are investing in revamping their bar design to catch up with the new trends. These shifts in the market have given us an opportunity to offer new design solutions and we are excited to be a part of this change.

Q What are the main features that should be kept in mind while designing a bar for HoReCa?

I believe that well designed bars must be three things - innovative, aesthetically pleasing, and most importantly functional. There are several key features to keep in mind. First, it should be visually appealing and create a welcoming atmosphere for guests. Second, the layout should be functional and efficient, allowing bartenders to work quickly and easily. Third, it should have adequate storage for bottles, glasses, and other equipment. The bars should most importantly think about bartender comfort whilst operating in the bar. Finally, the bar should be innovative, incorporating new and unique features that set it apart from other bars and keep guests coming back. By considering these factors, we can create a bar that not only looks great but also performs well and offers a memorable experience for guests.

Q Which geographies are you serving right now and planning to expand into?

We operate across India and are now slowly launching in key international markets like the UK, US and Europe.

Q Who are your biggest clients?

Leading hotel chains such as Hyatt Group, Oberoi Hotels, Accor, and Hilton and Standalone F&B companies like Hunger Inc (The Bombay Canteen, Opedro, Veronica's), Speciality Restaurants Ltd, First Fiddle Restaurants, Cozy Box Bars and many more are on our client list. ■

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‘We want to make Scottish Leader the second most preferred whisky in India’

With the growing middle class population in India looking for experimenting with premium beverages, **Guirec Danno, MD, Asia Pacific, Distell International**, is keen to position its blended scotch whisky, ‘*Scottish Leader*’ as a preferred choice among the corporates as well as millennial consumers alike. He spoke to **Disha Shah Ghosh** at length about the smooth and sweet taste of Scottish Leader, the developing whisky market in India, and it’s potential for growth in the coming five years.



Q Tell us about your recent three-city visit to India.

We have been working with Aspri Spirits since 15 years, starting with our South African wines, and launched Scottish Leader in India 5 years ago.

The Indian whiskey market is the largest in the world; we see great opportunity for scotch in particular. Despite it being a relatively small segment, it is growing very fast. Currently, we are distributing Scottish Leader in 15 states, and our visit in Mumbai, Bengaluru and Delhi is important from distribution point of view. Alongside, we are getting to know our consumers, trade, and key decision-makers in each of the cities to understand how the scotch whisky market is evolving.

We have a good distribution network; making the product available in direct consumer side working with retail liquor stores as well as on the HoReCa side with hotels, cafes, restaurants where whisky is being consumed. We will continue developing the distribution network, but we also want consumers to experience the product that is why we are organising consumer tasting events, cocktail weeks, where they can discover Scottish Leader neat or mixed with other drinks.

Q How important is India as a market for Scottish Leader?

In Asia Pacific, given the size of the market, India is number one priority for us to build the brand awareness. We have a strong presence in Taiwan, where we are the second largest scotch whiskey brand, and we want to replicate that position in India. We believe with our product quality, we will be able to do that in India, and our partnership with Aspri will help us in that direction.

Q India has a population that is now experimenting with wines. How do you view the competition for your product?

India has a strong, historic relationship with whiskey,

especially scotch. We see the younger generation, especially millennials experimenting with their drinks at different occasions.

The size of the whiskey market in India is way higher with 218 billion cases, and wine has only 2.8 million cases. Drinking scotch whiskey is a part of the culture, and it is still growing, and we are seeing imported segment are growing very well, more than the overall whiskey segment. Drinking whiskey is an aspiration, and with higher disposable income, consumers are looking at premium beverage.

Q What is the price point for your product?

Currently, there is dual taxation in India, creating a huge difference in import and selling price. If there is rationalisation of taxes then the consumption of premium whiskey will be faster. In Maharashtra, the product is costing INR 2,100; however in some places its price goes up to 2,700+ as well.

Q Tell us about your outreach programme in India?

We cover more than 90% spectrum of the key whiskey drinking markets with presence in 15 cities, scotch in particular. What we are looking at adding more depth to the distribution, with more cities, and towns being added, and more HoReCa or retail outlets

to create visibility and volume moving forward. We have a good mix in terms of price point, and we are also placed in travel retail in Duty Free Shops of Mumbai and Delhi.

India ranks very happy on our priority list after Taiwan. India is a developing market for premium scotch whiskey. The CAGR of the segment is around 20% in the last five years, and going forward the acceleration of penetration of scotch is important. We believe we will be an active participant in the growth of scotch market in India, and will be engaging with the consumers through on ground activations. ■

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Sterling Mantra Haridwar

The hotel is easily accessible considering its proximity to the Chandigarh-Haridwar and Delhi-Haridwar highways making it convenient for various types of travellers. It is a quick drive away from Delhi NCR and forms the base for pilgrims on the Char Dham yatra. The hotel is ideally located for guests to explore the city's many temples, ashrams, and other spiritual landmarks. It is also located close to the industrial hub making it convenient for the business traveller.

Sterling Mantra Haridwar offers spacious rooms which are comfortable for families on a holiday. The 40 fully equipped rooms provide all the contemporary amenities and thoughtful touches for a business traveller as well.

Zone Connect Port Blair

Strategically located 15 minutes away from Veer Savarkar International Airport, Zone Connect Port Blair channels its ethos of being creative, interactive and contemporary in a destination rich in history, scenic beauty and white sandy beaches.

This fourth Zone Connect hotel is located in close proximity to key attractions like – Cellular Jail, Kalapaani Museum, Ross Island, Wandoor Sunset Beach, Chidiya Tapu all within a short driving distance.

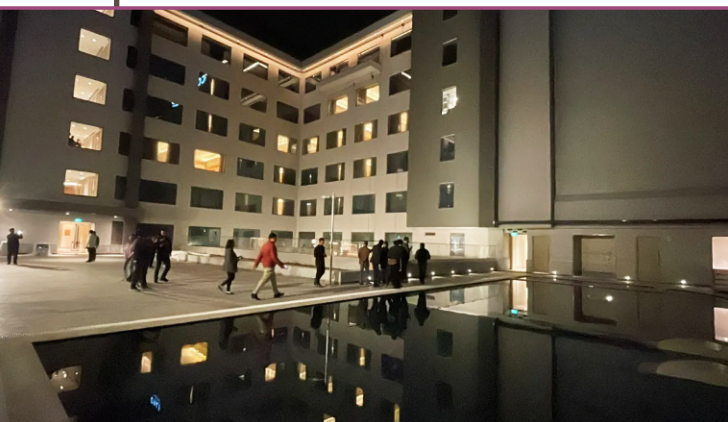
The hotel has 24 well-appointed rooms promising a comfortable and indulgent stay. The hotel is home to Café C, an all-day dining; Co-Bar, a high-energy bar; Plunge – a pool; Grey Zone – an ideal space for holding meetings for 15 guests; and Poolside Lawn – a venue that can accommodate upto 500 people.



Courtyard by Marriott Shillong

The 182 key property is surrounded by breath-taking mountain views, offering guests both the vibe of a bustling city and the peaceful respite of nature. Business and leisure travellers will check into a fresh contemporary space paired with smart amenities and services, allowing them to shift gears from work to relaxation, seamlessly.

Nestled in lush greenery and rich landscapes, the property is located about 30km from the Shillong airport. It's the perfect destination for travelers who are in search of unexplored terrains like the Living Roots Bridge, which are amongst the most unique bridges in the world, made entirely from living tree branches, trunks and roots. The hotel offers both deluxe and luxury suites. Featuring a warm colour palette with shades of white and yellow the rooms feature amenities that encourage a balance of work and relaxation. Light filled and spacious they open up to beautiful hill and city views. In addition, the family suite comes with a private kid's play area designed to keep little guests entertained and engaged.



Hafele unveils the Klara Highline Pro Kitchen Machine

Hafele brings the Klara Highline Pro Kitchen Machine which in essence is a kitchen dynamo and successfully amalgamates functions of various countertop appliances like dough kneader, whisker, beater, chopper, grater, sausage maker, juicer, mixer and grinder.

This top-of-the-line kitchen machine comes equipped with a technologically advanced touch control pad, multiple number of speed settings and an enhanced model design in an elegant matte finish.



American Standard launches Acacia SupaSleek Collection

The American Standard Acacia SupaSleek collection is designed with purposeful innovation to create highly sophisticated environments with a minimal and architectural look and feel. Ultra-slim is not impossible. With much dedication and innovation, our CrystaSleek seat and cover are made using a double injection molding process, enhancing durability at the same time retaining a thin profile. The



product has been redesigned with a thin, sleek tank lid. It is almost like an art piece to match any bathroom. Made possible only with ThinEdge ceramic technology, the Acacia SupaSleek washbasin is a true lasting beauty. Unlike conventional chrome wastes, pillow-spherical ceramic drainage wastes blend in seamlessly with the basin for a luxurious look.

SquareFoot adds Chaletino Luxury to its portfolio

Chaletino is for the discerning and lends a luxurious appeal to your space! Larger spaces only express themselves as luxurious when few or no joints in the floor are visible. This explains why longer and wider planks are preferred over shorter ones. Wide plank flooring imbues the space with a timeless, classic feel; SquareFoot's Chaletino planks create a lovely and elegant atmosphere with a massive width of 300 mm and a length of 2750 mm the floor radiates class. The oak



surfaces of these planks are available in a range of finishes to suit the most varied of furnishing styles. The Live Pure surface protects the floor from dust and dirt, while at the same time appearing like untreated or sanded raw wood. It is available on a 15mm thickness floor, improving installation where floor height is an important factor and giving improved efficiencies when underfloor heating is used. Each board is handcrafted with a distinctive feature and is enhanced by hand to give the floor an authentic look.



HILTON HOTELS



Abhishek Sahai, General Manager, Conrad Pune

Sahai brings with him over two decades of experience in luxury, leisure, and business hotels, making him the perfect fit for the role.

Sahai's global outlook and multifarious experience stem from his extensive tenures with eminent establishments such as Marriott International,

Hyatt Hotels, The Oberoi Hotels & Resorts, The Leela, DLF, and GOCO Hospitality Thailand. During his most recent stint as General Manager at the Hyatt Ahmedabad, he led the hotel through a resilient recovery from the pandemic, reaffirming its position as the top luxury business hotel in its market. His adept leadership earned the hotel a plethora of awards and accolades for Business Excellence and vibrant F&B offerings.

HYATT HOTELS



Neha Gautam, Assistant Manager – Marketing & Communications, Hyatt Centric MG Road Bangalore

Gautam will be responsible for overseeing the development and implementation of marketing and communication initiatives for the hotel. Previously Gautam served as the Multi-Property Marketing Manager for The Oterra, Otium by The Oterra- Bangalore, Otium

by The Oterra- Goa & 46 Ounces.

In her new role, Gautam will be working closely with all departments to assess and support their internal and external communication needs and coordinate with all the media handles. She will ensure collaterals adhere to the brand and property guidelines and promote and position Hyatt Bangalore through advertising and sales promotion material with the objective of building the public relations profile.

Priyesh C B, Director of Sales, Hyatt Regency Trivandrum



Priyesh possesses an experience of over 12 years in sales working for reputed hotels like IHG Taj and Lemon Tree, and as the Director of Sales at Holiday Inn Chennai OMR. Now he will be bringing his expertise and knowledge to the field as he joins the Hyatt Regency family in Trivandrum.

LEMON TREE HOTELS



Jasmeet Chowdhary, General Manager – Sales (Travel Trade), Lemon Tree Hotels

She will be responsible for increasing awareness about Lemon Tree Hotels and its distinguished brands in the travel trade, in order to increase the market share. Her goal is to retain the existing market share while working to cultivate new audiences, through innovative sales strategies.

With a career spanning over 20 years, Jasmeet has worked with illustrious brands like The Oberoi Hotels & Resorts, The Claridges, The Leela Palaces, Hotels & Resorts and Fairmont Raffles Hotels International. In her previous role, she was responsible for leading Sales & Marketing as a Vice-President with HRH Group of Hotels, Udaipur.

ACCOR HOTELS



Sukhbir Singh, General Manager, Novotel Hyderabad Airport

As General Manager, Singh will be responsible for overseeing all aspects of hotel operations, from ensuring guest satisfaction to managing the hotel's finances. He will also lead a team of talented professionals, working together to drive the success of the hotel.

Singh's background includes a strong track record in managing hotels, maximizing revenue and improving guest satisfaction. He has worked with several renowned hotels within the Accor Group, ITC Hotels, Oberoi Hotels and Resorts and more.

Sai Kumar P, Talent & Culture Manager, Novotel Visakhapatnam Varun Beach & The Bheemili Resort managed by Accor

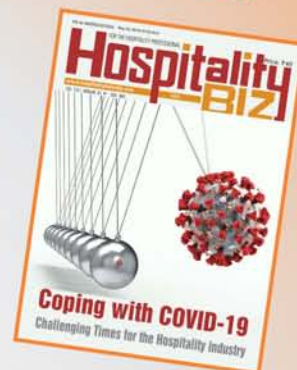


Sai Kumar will be responsible for overseeing the overall functions of human resources at the Novotel Visakhapatnam, Varun Beach, and The Bheemili Resort. He will work closely with the cluster general manager and the team to ensure that the hotel attracts and retains

the best talent, creates a positive and engaging workplace culture, and provides exceptional guest experiences. Throughout his career, Sai Kumar has demonstrated a passion for the core business, an ability to understand business goals and recommend new processes to drive achievement, and superb communication skills, including effective listening and writing. He has a powerful mindset and purposeful heart and has received numerous awards and honours for his exceptional work, including the IHC Best Hospitality Professional Award and the Going Above & Beyond – Resilient Talent & Culture Manager Award given by Accor in the year 2022.

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