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Event Update

ProWine Mumbai introduces exciting offerings for 2023 event PG 5 ▶

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Hotel Business Shines as Festivals Queue Up in Q3



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West Bengal Cabinet extends industry status to hospitality sector

HBI Staff | Mumbai

In a proactive move to invigorate the tourism sector and tackle employment challenges, the West Bengal Cabinet has given green signal to a proposal to bestow industry status upon the hospitality sector. This decision, stemming from a proposal put forth by the state's Tourism Department, holds the promise of fostering economic resurgence and reinvigorating the state's tourism landscape.

Sudesh Poddar, President of the Hotel and Restaurant Association of India's Eastern Chapter, welcomed the decision, noting a longstanding demand for industry status for the hospitality sector. He highlighted the potential to encourage investors to contribute to the state's tourism sector and expand its existing infrastructure.

Given the persistent issue of job scarcity, especially concerning the upcoming Lok Sabha

elections, sources within Nabanna disclosed that the government is exploring all available avenues to create employment opportunities.



Fresh investments in the hospitality sector are seen as a catalyst for generating significant job prospects, considering the state's enormous

tourism potential.

The tourism industry currently contributes approximately 13 percent to Bengal's GDP, exceeding the national average of 7.5 percent. Notably, in 2022, over 1.04 million international tourists visited Bengal, while the state hosted 84.54 million domestic tourists.

The decision to grant industry status to the hospitality sector is expected to invigorate the tourism industry, employing more than 15 lakh people in the state. Moreover, it is poised to encourage major hotel chains to expand their accommodations, further enhancing Bengal's tourism offerings. Samrat Sanyal, General Secretary of the Himalayan Hospitality & Tourism Development Network, an apex

body representing tourism stakeholders, lauded the decision's potential to boost the tourism sector. ■

Archer Hospitality launches 'The Astor Goa' in Candolim

HBI Staff | Mumbai

The Archer Hospitality launches The Astor Goa in the Candolim area of North Goa. The Hospitality group brings their Astor flagship brand to Goa as a part of the strategic expansion of their portfolio.

Poised to become one of the most popular destinations for the modern traveller, this boutique hotel is far from ordinary, offering chic and sophisticated experiences. With the rich & varied heritage and awe-inspiring natural beauty of Goa, the state has always been one of the most preferred travel destinations for all ages. The property offers easy access to all Goan attractions, from the lush green mangroves to calming beaches to the buzzing nightlife.

"We are extremely excited for the debut of The Astor Goa in the bustling neighbourhood of Candolim. This will be our 2nd Astor property after The Astor Kolkata" said Vikram Puri – Managing Director, The Archer Hospitality. "The Astor Experience is truly unique and we are

excited to bring this to the heart of Goa. The state enjoys a robust demand for high-end luxury from Indian and International travellers. The hotel promises to meet the needs of these smart luxury travellers."

Starting at a spacious 485 square feet, the hotel's luxurious suites include – Luxury Suites, Astor Suites and Studio Suites, redefining experiential stays in Goa as each suite is adorned with a tastefully designed living room, fully equipped kitchenette and signature Astor amenities. The elegantly designed suites are a haven of style and charm with meticulous attention to detail that will transport its guests to a realm of enchantment. The Astor Goa shines bright with its extended breakfast hour offerings, a



complimentary mini-bar and a promise of complimentary stay for the third guest for all the Astor Suites.

"It brings me great joy to bring The Astor to Goa, it is a labour of love and each element of the property is handpicked to offer a true Astor Experience to our guests. Our attentive team will leave no stone unturned to create a personalized and unforgettable experience," said Vaibhav Gupta, General Manager, The Astor Goa. ■

IHG adds 350-keys to its Punjab portfolio with a dual hotel signing

HBI Staff | Mumbai

IHG Hotels & Resorts, one of the world's leading hotel companies, has signed a management agreement with NK Sharma Hospitality Pvt Ltd to develop two new hotels in the Chandigarh tri-city area – Crowne Plaza Chandigarh Zirakpur in the premium segment and Holiday Inn & Suites Chandigarh Zirakpur from the essentials collection. Currently under construction, both hotels are scheduled to open in January 2027.

Complementing Holiday Inn Chandigarh Panchkula and Holiday Inn Chandigarh Zirakpur, the dual signing will strengthen IHG's offerings in Punjab and add over 350 keys to the company's portfolio in the state. Forming a cluster in Zirakpur, the new hotels will be strategically located adjacent to National Highway 22, one of the busiest highways in India, attracting travellers from nearby cities and towns.

Once opened, both Crowne Plaza Chandigarh Zirakpur and Holiday Inn & Suites Chandigarh Zirakpur will be

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positioned amongst the large banqueting facilities, with approximately 100,000 sq ft of meeting space, poised to meet the high demand for weddings, conferences, and events from Zirakpur, Chandigarh, Mohali, Panchkula and Dera Bassi. Situated in close proximity to Himachal Pradesh, Haryana, and Uttarakhand, the hotels will tap into guests seeking ideal stopovers for travelers on leisure trips.

Commenting on the signings, Sudeep Jain, Managing Director, South West Asia, IHG Hotels & Resorts said, "We are thrilled to expand our mainstream offering with another Holiday Inn hotel in Punjab in the vibrant locale of Zirakpur, and to introduce Crowne Plaza Chandigarh Zirakpur, alongside our longstanding partners NK Sharma Hospitality Pvt Ltd. The hotels' strategic

location along the NH22 and their easy accessibility to popular leisure destinations like Shimla and Kasauli will undoubtedly prove to be a significant draw for travelers across segments, both leisure and business."

He added, "IHG has been increasingly focusing on emerging markets in India, and the addition of two new hotels to the burgeoning tri-city area of Chandigarh, Panchkula, and Zirakpur will enable us to cater to the growing demand of quality accommodation in this dynamic region."

NK Sharma, Managing Director at NK Sharma Hospitality Pvt Ltd. added, "We are delighted to further strengthen our partnership with IHG Hotels & Resorts through the expansion of Holiday Inn & Suites and to debut Crowne Plaza in Punjab. Building upon the success of Holiday Inn Chandigarh Panchkula, we have confidence that our partnership will prove to be fruitful, dedicated to providing top-quality hospitality to our guests. We look forward to harnessing the benefits of IHG's global systems and robust loyalty program to maximize our mutual success." ■

ABD Introduces Innovative Whiskey Packaging Hippy

HBI Staff | Mumbai

Allied Blenders and Distillers Limited (ABD), has launched a cool and stylish 180ML pack in 'Hippy'. The Hippy is ABD's reimagination of the 180ml SKU, popularly known as the 'quarter', to a cool and stylish pack.

The company was amongst the first to make this packaging format accessible to consumers of the semi-premium whisky for Sterling Reserve Whiskey. The Hippy is a contemporary take on the 'quarter' and has appeal across all age groups. It is currently available in Maharashtra, West Bengal, Uttar Pradesh, Assam, Daman and Tripura.

Alok Gupta, Managing

Director, ABD said, "Constantly Innovating is one of ABD's core values. The Hippy is a great example of this core value brought alive on the back of consumer-centric thinking. It is an offering that allows for widening of the occasions where consumers can engage with our brand on account of its style quotient and mobile form factor."

Bikram Basu, Chief Strategy and Marketing Officer, ABD remarked, "For long, alcohol consumers have suffered from the 'brown-bag syndrome' where they would be hesitant to be seen with their humble 'quarter' or 'pau-a'. The Hippy allows consumers to break free of inhibitions and flaunt their Sterling Reserve BX Whisky." ■

Efcee Hotels and Uttarakhand Government partner for Eco-Friendly Hotels at Four Locations

HBI Staff | Mumbai

Efcee Hotels, the hotel investment arm of the Leela Group of Companies, has signed a Memorandum of Understanding (MoU) with the Government of Uttarakhand. The MoU was signed at the Uttarakhand Global Investors Summit Road Show in Ahmedabad, paves the way for the development of environmentally responsible hotels at four strategic locations within the state of Uttarakhand. The ceremony was attended by the Chief Minister of Uttarakhand, Pushpaksingh Dhama, and Efcee Hotels' CEO, Nirav Akshay Oza.

Komalkant F. Sharma, Group CMD of Leela Group of Companies, emphasized the group's commitment to Uttarakhand's economic growth

and environmental preservation. "Our intention goes beyond hospitality. We aspire to generate substantial employment and adhere to the strictest environmental principles," said Sharma.

Oza, added, "This partnership aims to set benchmarks in responsible tourism and sustainable development, aligning perfectly with both Uttarakhand's ethos and the principles set forth by our Group CMD, Sharma."

Dhama was enthusiastic about the collaboration and said, "This initiative will simultaneously boost our economy and preserve our natural heritage, creating a win-win scenario for all stakeholders."

The project is slated to break ground in the coming year, focusing on local employment and eco-friendly practices. ■



ProWine Mumbai introduces exciting offerings for 2023 event; The ProWine spirits challenge and the prowine bartenders' Contest

HBI Staff | Mumbai

ProWine Mumbai, the largest event in India for the wine, spirits, craft beverages, and hospitality industry as well as for wine enthusiasts, recently announced spectacular show features that will take place in November this year. The ProWine Spirits Challenge and The ProWine Bartenders' Competition are exciting show highlights that will open doors to all spirit brands and skilled bartenders to put their best foot forward on India's strongest platform for the wine and spirits industry.

The ProWine Spirits Challenge will facilitate a contest between the makers of alcoholic beverages, in which spirit brands can compete to substantiate the quality of their products. The Challenge invites all premium spirit categories including whiskies, vodkas, gins, rums and agave to participate. The Challenge will run alongside



the ProWine Mumbai, on the 24th & 25th of November 2023 at the Jio World Convention Centre, Mumbai. ProWine Mumbai has firmly established itself as a one-stop destination for both buyers and sellers of wines and spirits to meet, learn, network and taste. The tradeshow is a part of the globally iconic ProWein World and is jointly organised by Messe Düsseldorf India and All Things Nice.

The Challenge is founded on a rigorous and independent judging process, which serves to encourage the high calibre of spirits entering the competition. Spirits will be blind tasted by trade and consumers who will attend ProWine Mumbai and will judge by category the quality of each spirit and will score them accordingly. The audience at ProWine Mumbai includes importers, distributors, retailers, hotel food & beverage managers, mixologists, bar & restaurant owners, members of wine and spirits clubs across the country and consumers. The trade buyers are responsible for buying large investment inventory and determine which brands are carried in bars, restaurants and retail shops. The consumers are the actual end users of the brands and are critical for the judging process.

“In a short span of time, ProWine Mumbai has been successful in creating an extraordinary platform for the international wine and spirits community to meet and network. Adding new dimensions to the event, The ProWine Spirits Challenge and The ProWine Bartenders' Competition will bring many opportunities both for the participating brands as well as the buyers to position themselves and their brands as leaders of the industry. We encourage all eligible brands and bartenders to participate and make the most of these contests” says Thomas Schlitt, Managing Director, Messe Düsseldorf India.

“The ProWine Spirits Challenge will not only present an unbiased platform for brands but also provides a strong marketing value that is associated with participation and the fact that it has been conducted on the ProWine platform. We felt adding the Spirits Challenge to the show at this point will add value to the participating brands at the show as well as to the buyers and the discerning consumer”, says Nikhil Agarwal, Founder, All Things Nice.

The judging process will take place over Day 1 of the show (24th November) and part of Day 2 (25th November); winning brands will then be announced at ProWine Mumbai and certificates will be given away by affluent Spirits Specialists and publicized through media.

The winners of the ProWine Spirits Competition will also receive medal stickers for adding to their bottle packaging. The medal is an ultimate endorsement in the global spirits industry.

Alongside the Challenge, ProWine Mumbai will also be the first to host a contest for bartenders. The ProWine Bartenders' Competition will provide a huge platform for talented bartenders from the country's leading bars and hotels to showcase their forte and skill. Winning cocktail competitions is one of the fastest ways to become well-known as a skilled bartender/mixologist. It opens the door to tons of career opportunities – from private consulting gigs to jobs as prestigious as brand ambassadorships.

“The flair of your bartender impacts the brand value and recall to the ever-discerning consumer. The skill that goes behind making that perfect margarita or negroni deserves recognition. We envisioned ProWine Mumbai as the platform for the wine and spirits industry to shine and so we chose to include the people that have a significant impact on what consumers in India drink”, says Agarwal.

The ProWine Bartenders' Competition will be judged by a panel of globally recognized spirits experts. Winning bartenders at ProWine Mumbai will receive cash prizes and certificates and above all get a chance for a bar takeover at a leading international bar; courtesy of ProWine Mumbai.

ProWine Mumbai 2023 will also showcase an invigorating panel discussion on ‘The future of international craft spirits in India and taking Indian craft spirits globally’. The panelists will include producers of craft spirits, global brand ambassadors and heads of multinational brands available in India. ■

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Fortune favours the Resilient and the Agile

The Indian hotel business has exemplified positivity and adaptability. It has not only weathered the storm that came in the form of COVID a few years back, but has emerged stronger and more innovative. The story of the Indian hotel industry is one of transformation, hope, and resilience — a testament to the human spirit's ability to shine brightest even in the darkest hours.

It has been reported that the available hotel room count is going to be increasing substantially over the next couple of years. Leading hotel chains like IHCL have announced that they will be unveiling two hotels every month for the next two years. Likewise, most of the existing hotel chains in India have announced ambitious expansion plans, many of them doubling their available inventory. What is interesting is that this is not going to be just hotels and hotel rooms, but also there is going to be increase in the number of restaurants, bars, cafes, bakeries and specialty entertainment centres, more so in the unexplored cities of our large country.

As we step into the high growth zone of the hospitality segment, there are things that the industry stakeholders must not take their eyes off. It has already been highlighted in various reports that this vertical of the service segment requires a large number of well-trained staff. Given the current state of the hospitality education segment in India, where many institutions are facing a challenge even to fill up their quota of seats, there is a definite need for the industry to introspect. Their working conditions, salaries offered, learnings from the job and future prospects, all make up in creating a pull factor for people to get inclined to be a part of this industry. Also, there is a need to spread awareness about the possibilities that the industry has as an associate. Everyone must come together to make this a reality. This industry has stood the test of time and come out stronger every time it has been in an adverse situation.

At a time when the upcoming Q3 is potentially going to be the best quarter for Indian hospitality business, thanks to the season of festivities and the increase in business travel, the industry does need to gear up and put their best foot forward to welcome the guests.

Opportunities bright and nice, lay ahead. Is the industry resilient and agile to seize them?

Sumit Jha
Editor & Business Head



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‘We are in the process of creating more brands that will cater to a specific palate’



Kitchen Lord foods, a Bangalore-based cloud kitchen company started by two young brothers – Nikhil & Akhil Botta in early 2023.

In an exclusive interview with **Asmita Mukherjee, Nikhil Botta, Co-Founder, Kitchen Lord Foods** shares insights into their journey, brand differentiators, expansion plans, and their strategy to maintain a competitive edge in this thriving industry.

Kitchen Lord Foods (KLF) serves as the umbrella entity, overseeing multiple food brands, each specialising in distinct culinary niches. KLF'1 started its journey with the launch of two brands, Let's Biryani and NamaSpice. Botta explains that their vision was simple yet powerful – to connect people with delicious, affordable, and authentic comfort food. He mentioned, “We set about creating kitchen cloud brands that served specific food palates. We understood that the customer base would be small but loyal. However, to our surprise, the consumer base for both our brands has grown at a rate of 30% every month with loyal patrons introducing their friends and family to the authentic taste of our dishes.”

According to Botta KLF achieved excellence in quality of ingredients, authenticity of taste, and packaging for both Let's Biryani and NamaSpice, setting them apart from competitors in the same category. Botta, when discussing what sets these brands apart, remarked, “Both brands carry their own differentiation and unique brand personality. Let's Biryani is an ultimate biryani brand that provides customers with an authentic taste of different varieties of Biryanis. Namaspice is a brand of bowls designed to cater needs of working professionals, students etc.”

Botta reveals that they are in the process of creating more brands, “We are in the process of creating more brands that will cater to a specific palate introducing patrons to authentic cuisine from different parts of the country.

There is still so much left unexplored in our rich food and cultural heritage. We want to create a strong brand that resonates with food authenticity first, before jumping on to other trends in the market,” he added.

Cloud kitchens have witnessed remarkable growth, particularly during the pandemic. Botta stated that, “We believe cloud kitchen models will see faster growth and an upswing in the coming years. It's swift, cost-efficient, agile, and quick to adapt to any changing market dynamics. Additionally, operating in a digital space allows cloud kitchens to gather valuable data on customer preferences, ordering patterns, and popular dishes. This data can be leveraged to refine menus, optimise pricing, and enhance customer experiences. Add to this the reduced geographical constraints that make this model even more lucrative.”

To ensure a strong customer connection, Botta said that they've integrated their value proposition into their brand logo and maintained an aggressive presence on social media. “Going forward we will add events, public relations and direct marketing to our brand-building repertoire to continue creating a strong connection with our customers,” he concluded. ■

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‘Our innovative solution offers a 30% reduction in hiring costs and a faster closure cycle’

Shiftz the technology-enabled platform is reshaping the way the industry connects with skilled professionals, tackles staff shortages, and enhances the hiring landscape. **Asmita Mukherjee** spoke with **Rachit Mathur, CEO, Shiftz** to delve into how the platform’s unique approach can streamline hiring and empower job seekers within the hospitality industry.



The comprehensive platform is designed exclusively for the hospitality sector. Offering full-time, part-time, and on-demand hiring solutions, it caters to the diverse needs of the industry. “We have tied up Training and skilling academies to enable our member workers to upskill themselves and ensure having access to growth opportunities and a thriving career,” said Mathur.

“Our innovative solution offers a 30% reduction in hiring costs and a faster closure cycle,” he reveals.

The hospitality industry is fighting with unprecedented staffing shortages, where Shiftz emerges as a bridge between aspiring professionals and the bustling hospitality sector. The company has also tied up with renowned hospitality management institutes, culinary academies, bartending schools, and more. “We are able to create a pool of semi-skilled, skilled, freshers as well as experienced hospitality professionals looking to take up jobs in the hospitality sector,” said Mathur.

A common woe in the hospitality industry is the time-consuming, and costly hiring processes. Shiftz being a tech-enabled platform takes this head-on with an array of innovative services. From verified profiles and video interviews to inbuilt skill assessment tests and HRMS capabilities, the platform streamlines the hiring process. The intelligent profile-matching algorithm by the brand enhances precision in talent acquisition.

Mathur informed that Shiftz isn’t just a platform; it’s a cohesive ecosystem that brings together various stakeholders for mutual benefits. The hospitality sector seeking professionals, skilled workers exploring opportunities, training institutions nurturing talents, and NBFCs providing financial benefits all converge within the Shiftz ecosystem. This collaborative approach ensures that every participant gains – be it career growth, upskilling avenues, or advantageous financial services.

As Shiftz envisions expansion beyond New Delhi into other metro

“ We are able to create a pool of semi-skilled, skilled, freshers as well as experienced hospitality professionals looking to take up jobs in the hospitality sector ”

cities, challenges and opportunities await. While tech adoption and building a robust supply-side pose challenges, the opportunities are equally promising. Mathur explained that the high demand for hospitality professionals, the chance to upskill existing workers, and the advantage of being the first market movers position Shiftz is accountable for profitable growth.

Shiftz claims to reduce hiring costs by 60% and increase retention by 25%. According to Mathur, the platform can help save hiring costs by 60%. While explaining he said, “All the job postings are free on our platform, also there are no success fees. The only fee that our clients pay is for unlocking a profile. This brings down the cost of hiring drastically.

Further, workers get access to upskilling opportunities on our portal which enables them to grow and rise within the same organization leading to a reduction in the attrition rate.”

Mathur added that Shiftz’s ambitious five-year vision entails pan-India coverage, offshore expansion into the MENA region, and cementing its status as the pioneer in hospitality hiring. The platform also wants to secure investments in the future for straightening its robust supply side and expansion. ■

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Festive spirit brings back the spark

Hotel Business Shines as Festivals Queue Up in Q3

As we approach the vibrant and festive Quarter 3 of the year, the Indian hotel industry is poised for a remarkable upswing. With a plethora of festivals and celebrations on the horizon, hotels across the country are gearing up to welcome guests and revel in the joyous spirit of the season.

Riding on the back of a super successful G20 Summit that saw hotels record phenomenal occupancies and an increase in travel, both domestic and international, the upcoming season is nothing short of a boon for the Indian hospitality segment. The growth curve for the Indian hospitality segment is on an upswing, and the general sentiment is that it is going to continue its north-bound movement for a while. That, with the hotel segment looking at increasing their inventory across segments, is for sure an indication of good times to come.

Hotels on their part have not left any opportunity to ensure that their guests have reasons to keep coming back. Specially created events, and activities have been lined up to entice customers – be

it by amplifying the local festivals like Ganesh Utsav, Navratri, Durga Puja, Diwali, Christmas and New Year's, or international ones like the Oktoberfest, among others.

To keep their guests and the families engaged, specially curated workshops like cake/sweets making, eco-friendly Ganesha or Kandeel making, etc. have been seen doing the rounds at many hotels across the country. Guests, especially the ones travelling with families, enjoy that special festive feeling when engaging in such activities.

The festival season has been known not only to bring joy but also an economic boost to the hotel industry and the local economies of festival destinations. It leads to job creation, increased business for restaurants, and additional revenue for ancillary services.

It is not a surprise then, that the industry has been forecasted to have huge manpower requirement for supporting their infrastructure, activities and high standards of service. The industry collectively needs to look at the reason for the shortfall of skilled manpower and work towards making the job roles more desirable.

“ The festival season has been known not only to bring joy but also an economic boost to the hotel industry and the local economies of festival destinations. It leads to job creation, increased business for restaurants, and additional revenue for ancillary services. ”



Surely, that is on the agenda of the industry leaders, given the increased requirement of qualified and quality manpower.

SOME OF THE REASONS THAT ARE LEADING TO A POSITIVE Q3 FOR THE SEGMENT ARE:

Festive Fervour and Hospitality: India's cultural diversity is beautifully reflected in its festivals, and Quarter 3 boasts an array of celebrations from Raksha Bandhan to Diwali, Durga Puja to Navratri. These festivities bring families together, and for many, it's an opportunity to embark on memorable journeys. Hotels are

set to play a pivotal role in ensuring these journeys are comfortable and memorable.

Increased Occupancy Rates: During the festival season, hotels traditionally witness a surge in occupancy rates. Families, tourists, and business travelers alike seek accommodation options that provide comfort, convenience, and a touch of festivity. As a result, hotels experience higher demand for rooms, leading to increased revenue.

Special Offers and Packages: Hoteliers are rolling out enticing offers and packages to attract guests. From curated festive menus to themed decorations, hotels are creating an ambiance that resonates with the spirit of the festivals. Special promotions and discounts are also being offered to make stays more affordable and attractive.

Diverse Celebrations: One of the unique aspects of the Indian festival season is its diversity. Each region and community celebrate in its distinct way, offering a treasure trove of experiences for travelers. Hotels are capitalizing on this diversity by showcasing local traditions and cuisines, providing guests with immersive cultural experiences.

Safety and Hygiene: While celebrating, safety remains paramount. Hotels are continuing to implement stringent hygiene

“ As we embrace Quarter 3 and the vibrancy festivals it brings, the Indian hotel industry is poised to shine. The coming months promise not only increased revenue but also opportunities for hotels to create lasting memories for guests who choose to celebrate with them. ”



Airports are the gateway to visitors and have been creating special atmosphere for the visitors to soak in the festive environment, giving a festive start to their journey.

and safety measures to ensure that guests can enjoy the festivities with peace of mind. These measures include enhanced sanitation, contactless services, and social distancing protocols.

As we embrace Quarter 3 and the vibrancy festivals it brings, the Indian hotel industry is poised to shine. The coming months promise not only increased revenue but also opportunities for hotels to create lasting memories for guests who choose to celebrate with them.

In conclusion, the convergence of festivals in Quarter 3 is a beacon of hope and prosperity for the hotel business in India. With creativity, safety, and a warm welcome, hotels are all set to make this festive season truly memorable for guests from all walks of life, and for their own business as a whole. ■



'HoReCa channel contributes 80-85% of real good chicken's revenue'

In the dynamic landscape of the hospitality industry, where quality and partnerships are paramount, Real Good Chicken, a brand under Godrej Tyson Foods Limited (GTFL), has emerged as a pivotal player in the HoReCa segment. **Asmita Mukherjee** had a conversation with **Abhay Parnerkar, CEO of Godrej Tyson Foods**, to gain insights into the brand's remarkable journey within the B2B hospitality sector.

Q Can you give us an overview of the poultry business under the brand Real Good Chicken? How has it positioned itself in the processed poultry and frozen food category?

Godrej Tyson Foods Limited (GTFL) is engaged in the manufacturing of processed poultry and vegetarian products through its brands 'Real Good Chicken' and 'Yummiez'. Launched in 1999, 'Real Good Chicken' has quickly carved a niche for itself by providing high-quality chicken products, earning consumer trust and loyalty. Real good chicken was strategically positioned across regions, demonstrating its supremacy in both B2C and B2B segments. Real Good Chicken contributes around 40-45% to the overall GTFL revenue out of which 80-85% is from the food service of HoReCa channel.

Today, Real Good Chicken has a retail presence as well as it supplies to HoReCa channel across the country. Real Good Chicken is known for best-in-class practices from Farm-to-Fork ensures that the chicken on offer is high protein, tender and juicier which can then be bought in various shapes and forms including whole pre-cut, curry cut, drumsticks, legs, kheema, lollipop, soup pieces, breast boneless and whole chicken.

Q Real Good Chicken has a significant presence in HoReCa networks. Can you share insights into the brand's market leadership in multiple cities across various channels?

Real Good Chicken caters to over 500 entities in HoReCa space. The brand success is anchored in its alliances with industry giants such as KFC, McDonalds, Taj, Marriott, Compass, Taj Sats, among others. Within HoReCa, Quick Service Restaurant (QSR) chains is the largest customers base for Real Good Chicken. In essence, Real

Good Chicken's leadership in HoReCa category is a culmination of its expansive reach, exceptional quality, and strategic collaborations.

Q This year has been remarkable for Godrej Tyson Foods Limited, with the achievement of crossing INR 1,000 Crore sales turnover for the first time in FY 2022-23. What contributed to this exceptional growth, and what were the key factors driving the topline growth of 28%?

FY 2022-23 has been one of the best years in terms of financial and operational performance for GTFL as the business reported a stellar topline growth of 28% for the second consecutive year as a result of robust volume performance in branded categories. Several new launches across branded categories coupled with renewed focus on brand-building and channel expansion yielded positive results. Amongst branded categories, Real Good Chicken (RGC) registered a volume growth of more than 50% for the second straight year on the back of QSR and Institutional sales.

Q Real Good Chicken registered an impressive volume growth of more than 50% for the second straight year, with a particular boost from QSR and Institutional sales. Could you elaborate on the strategies that led to this significant increase in volume?

This is a testament to the company's strong focus on innovation, distribution, and marketing. In addition to these, sales to HoReCa channel, which constitutes a significant share of overall demand in Real Good Chicken category, were upbeat with strong momentum in out-of-home consumption. GTFL has a strong focus on product development, and it is constantly

working to create new and innovative products that appeal to consumers.

Q How has the out-of-home consumption impacted momentum played a role in driving demand in HoReCa category?

As pandemic restrictions gradually eased, the out-of-home dining landscape experienced a significant resurgence in demand, a trend that played a pivotal role in propelling Real Good Chicken (RGC) within the HoReCa sector. The constraints of lockdowns led to a palpable pent-up desire for the sensory delights of restaurant-quality dining. With the reopening of restaurants and cafes, this pent-up demand translated into a palpable eagerness among consumers to relish delectable chicken-based dishes, consequently boosting Real Good Chicken appeal. The daily usage and adoption of food delivery platforms initially triggered by the pandemic, has sustained as a habit. This has further amplified Real Good Chicken's accessibility, allowing consumers to enjoy their favorite chicken products from the comfort of their homes. Chicken's enduring popularity as a favored protein choice in India positions the brand well for sustained growth. Real Good Chicken presence in HoReCa establishments perfectly aligns with this trend, driving its increasing demand and affirming its enduring prominence in the market.

Q Can you provide insights into the current and future expansion plans for the HoReCa channel?

We are keen to explore and expand North India markets in two ways – Real Good Chicken and the second with the growing and ever-expanding Godrej Yummiez product line.. ■

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Erawaan creates a stir on Delhi's foodscape

Nestling in the heart of New Delhi, Erawaan – The Claridges Hotel's latest dining outpost, takes gourmets on a gastronomic voyage to Thailand, the land of smiles. A combination of authentic flavors, a stunning décor and informed service have won the eatery effusive feedback from discerning diners. In conversation with **Neeta Lal**, the hotel's award-winning **Executive Chef Ankur Gulati** elaborates on the concept behind the much-talked restaurant and the hard work that goes into maintaining the consistently high standards of its food and service.



Q Why did you choose to launch a Thai food restaurant?

That's because Thai cuisine offers a wide array of dishes suitable for different palates and dietary requirements. From spicy curries and aromatic stir-fries to refreshing salads and delicate desserts, there's something for everyone. This versatility makes Thai restaurants accessible and appealing to a broader range of diners.

In essence, the popularity of Thai food can be attributed to its bold flavors, cultural appeal, casual comfort, variety, affordability, and potential for culinary innovation. It offers a unique dining experience that stands out amidst the more formal and traditional fine dining options.

Q What is the concept behind Erawaan?

"Erawaan" is the Thai name of the auspicious elephant Airavat. The restaurant brings in the culture of Thailand along with its culinary heritage. It provides a glimpse into a rich and diverse culture, allowing diners to explore a remarkable culinary tradition. The experience of enjoying Thai food can be both educational and immersive, adding an extra layer of interest to the dining experience.

Q Please elaborate on the architecture and design of Erawaan.

The restaurant's interiors are a modern interpretation of contemporary design that pays homage to the enduring cultural history of Thailand. The walls are decorated with vibrant Thai art inspired by the Ramayana, and the ceiling is covered in magnificent mandalas. The vibrant color theme brings to life the richness and warmth of Thai culture.

Q How long did it take you to launch the restaurant?

Erawaan has been many years in the making and we have tried to create a Thai fine-dining restaurant that emphasises the strong connections between Thailand and India, and the similarity of tastes among both people. At the same time, we've stuck to the true essence of Thai cooking which reflects the characteristics of a waterborne lifestyle. Therefore, aquatic animals, plants and herbs are major ingredients. Subsequent influences introduced the use of animal proteins in Thai cooking. With their Buddhist background, however, Thais shunned the use of large animals in big chunks. Therefore, you'll notice that big cuts of meat are shredded and blended with herbs and spices.

Q Please tell us something about the history of Thai cuisine.

Thai food is reflective of a confluence of cultures both eastern and western, harmoniously combining into something uniquely Thai. Whether spicy, sweet, sour or savory, harmony and contrast are the guiding principles behind each dish.

Traditional Thai cooking methods were stewing and baking, or grilling. Later, Chinese influences saw the introduction of frying, stir-frying and deep-frying. Culinary influences from the 17th century onwards included Portuguese, Dutch, French and Japanese techniques. Chilies were introduced to Thai cooking during the late 1600s by Portuguese missionaries who had acquired a taste for them while serving in South America.

Thais were very skilled at adapting foreign cooking methods and substituting the ingredients. The ghee used in Indian cooking

was replaced by coconut oil, and coconut milk substituted for other dairy products. All these influences make Thai food wonderfully rich.

Q Thai food is renowned for its use of herbs and spices. Please elaborate on this.

Overpowering pure spices are toned down and enhanced by fresh herbs such as lemongrass and galangal. Eventually, fewer spices were added in Thai curries, while the use of fresh herbs increased. It is generally acknowledged that Thai curries burn intensely, but briefly, whereas other curries, with strong spices, burn for longer periods. Instead of serving dishes in courses, a Thai meal is served all at once, permitting diners to enjoy complementary combinations of different tastes. A proper Thai meal should consist of a soup, a spiced salad, a curry dish with condiments and a dip with accompanying fish and vegetables. Sometimes grills may replace the curry dish.

Q Have you kept the concept authentic? Or Indianised it?

We have kept the concept very authentic in terms of food, service and crockery. We are getting our Thai ingredients flown in from Thailand and have not compromised on the quality of ingredients at all. Erawaan's menu features an exquisite selection of Thai delicacies crafted using only the finest ingredients. It has been curated by reputed Thai Master Chef Tarathip Nooriengsai, and is a harmonious blend of traditional and contemporary dishes, with a focus on exceptional quality and impeccable presentation. ■

(Neeta Lal is an international awards-nominated journalist and Editor).

IndiaSkills competitions nurturing vocational excellence in India

By **Chef Vivek Saggar**, Vice President - Skill Competitions & Industry Connect, Tourism and Hospitality Skill Council

IndiaSkills, a national-level competition, has emerged as a vital platform to promote vocational skills excellence and provide young professionals with an opportunity to showcase their talents. Rooted in the WorldSkills movement, IndiaSkills aims to identify and nurture skilled

talent across various sectors, raising awareness about the significance of vocational skills in India's economic development. As the Vice President of Skill Competitions & Industry Connect at the Tourism and Hospitality Skill Council, I have witnessed firsthand the transformative impact of IndiaSkills competitions on the lives of participants and the skill ecosystem of the country.

The primary objective of IndiaSkills competitions is to unearth and celebrate skilled talent in India. By doing so, it strives to inculcate a sense of pride in vocational skills and inspire the youth to pursue careers in these

areas. The competition acts as a catalyst for change, fostering a culture of excellence and innovation in vocational education and training.

Skill Areas: IndiaSkills competitions encompass a diverse array of vocational skill areas, reflecting the vast range of trades and technologies present in the country. From construction and building technology to information technology, from culinary arts to fashion and clothing technology, and from automobile technology to beauty therapy, participants have an extensive selection of skill areas to choose from. This inclusivity ensures that the competitions cater to the specific needs and strengths of the participants, making it a truly representative platform.

Participants: The competitors in IndiaSkills competitions represent a cross-section of talented young professionals and students from different states and regions of India. They have excelled in their respective skill areas and undergo a rigorous selection process at the state and national levels to qualify for the competition. This selection process ensures that only the best of the best compete at the national level, raising the overall standards of the competition and showcasing the finest vocational talent.

Competition Format: The competition format closely mirrors that of the esteemed WorldSkills competitions. Participants engage in hands-on tasks or projects within defined time frames. Their performances are evaluated by expert judges based on predefined criteria such as technical proficiency, quality of work, problem-solving ability, and adherence to industry standards. This evaluation process ensures fairness and objectivity, providing participants with constructive feedback to improve their skills further.

Training and Skill Development: Preparation for IndiaSkills competitions is a journey of continuous learning and improvement. Participants receive comprehensive training and guidance from industry experts, trainers, and educational institutions. These training programs equip participants with the latest knowledge, techniques, and best practices, elevating their skills to the highest level. The emphasis on training fosters a growth mindset and promotes a culture of skill development in the participants.

Recognition and Awards: IndiaSkills competitions offer more than just a platform for participants to showcase their talents. Winners and top performers are duly recognized and rewarded for their hard work and dedication. Medals, certificates, and scholarships are conferred upon the outstanding participants, incentivizing them to strive for excellence and inspiring others to follow suit. Additionally, IndiaSkills competitions serve as a gateway for participants to represent India in international WorldSkills competitions, further elevating their achievements on a global stage.

Skill Development Initiatives: Beyond the competitions, IndiaSkills endeavors to promote skill development and industry collaboration through various initiatives. Partnerships with industry, government, and educational institutions facilitate the identification of industry-relevant skills and the implementation of advanced training methodologies. These efforts bridge the gap between industry requirements and the skills possessed by the workforce, ensuring a more productive and skilled workforce for the country.

IndiaSkills competitions have emerged as a beacon of hope for vocational education and skill development in India. They celebrate the talent and potential of the country's youth while emphasizing the importance of vocational skills in driving economic growth. Through these competitions, we not only nurture skilled professionals but also foster a culture of excellence, innovation, and continuous learning.

As IndiaSkills continues to evolve and expand its horizons, it will play a pivotal role in shaping the future of vocational education in India and elevating the status of skilled professionals in the country. Together, let us celebrate vocational skills and empower the next generation of skilled workers to lead India towards a brighter and more prosperous future. ■

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Role of facility management in experiential tourism shaping unforgettable journeys in India

By **Vinitha Kannambroth**, Regional Head – IFM Operations, Embassy Services Pvt. Ltd.

Experiential tourism has transformed the way travellers explore and engage with destinations, seeking immersive and authentic experiences that go beyond the ordinary. In this dynamic landscape, facility management emerges as a silent yet powerful force shaping the very essence of experiential tourism. Millennials and Gen Z are generations known for their tech-savvy nature, desire for flexibility, and prioritization of experiences over material possessions. Workcations, which combine work and leisure in a single trip, can be particularly appealing to these generations for several reasons such as remote work adaptability, desire for experiences, networking, health and well-being. From crafting eco-friendly lodges nestled in pristine natural environments to curating captivating cultural experiences, facility managers play a pivotal role in creating spaces and moments that transform vacations into extraordinary memories.



Facility management plays a multifaceted role throughout a tourist's journey, ensuring a seamless and enjoyable experience. Before travel, facility managers oversee the maintenance of transportation hubs, including airports, bus terminals, and train stations, to ensure cleanliness, safety, and comfort. During travel, they manage onboard services on cruises, trains, or buses, guaranteeing passengers have comfortable seating, clean restrooms, and access to dining and entertainment. In the exploration and activities phase, facility managers maintain tourist attractions, such as museums and theme parks, to ensure safety and a pleasant experience.

Accommodation-wise, facility managers in hotels, resorts, and vacation rentals focus on creating welcoming environments, and overseeing housekeeping, security, and guest services. In dining experiences, they ensure restaurant cleanliness and food quality. Finally, post-travel, facility managers at airports and terminals facilitate passenger disembarkation and baggage handling. Throughout the journey, an increasing emphasis on sustainability sees facility managers implementing eco-friendly practices, such as waste reduction and energy efficiency, aligning with eco-conscious tourists' preferences.

FACILITY MANAGEMENT'S CONTRIBUTION TO SUSTAINABLE TOURISM

The Indian tourism sector is increasingly committed to environmental sustainability, drawing in eco-conscious tourists by implementing energy-efficient lighting, heating systems, water conservation measures, and waste management programs. As the tourism sector contributes to the 2030 Agenda for Sustainable Development, facility management becomes crucial in incorporating renewable energy sources like solar panels and optimizing resource usage, implementing waste reduction, and recycling programs, and creating an environment that resonates with both tourists and the tourism sector alike. With local sourcing, facility managers are not only helping local economies and providing employment opportunities within the community but also fostering meaningful connections between travellers and the indigenous products and people of the region.

CRAFTING IMMERSIVE EXPERIENCES

In the quest to meet the demands of experiential tourists, facility managers are at the forefront of designing and maintaining immersive attractions and accommodations. Clean, well-maintained hotels, resorts, transportation hubs, workcations and tourist attractions enhance the overall experience, leaving a lasting impression on travellers. Through strategic planning and effective management, facility managers ensure maintaining the highest standards of cleanliness, safety, and comfort, ensuring that travellers feel pampered and secure throughout their stay. Facility managers can facilitate interactions between tourists and local communities, fostering an understanding of local customs, traditions, and sustainable practices. This engagement adds depth to the experiential tourism journey and benefits both travellers and residents.

PRESERVING HERITAGE AND UPHOLDING STANDARDS

Preservation of historical landmarks is another key facet of facility management in the Indian tourism industry. Facility managers ensure that these heritage sites are not only preserved but also protected for future generations by adhering to regulations and standards. The upskilling and privatization of the facility management sector have further boosted the Indian tourism industry's ability to provide high-quality service. Properly trained and equipped staff are better able to meet the needs of visitors, enhancing the overall visitor experience.

CONCLUSION

Facility management plays an indispensable role in experiential tourism, helping to create unforgettable adventures and contribute to the goals of sustainable tourism in India. From developing eco-friendly accommodations to preserving historical landmarks and ensuring compliance with standards, facility managers are instrumental in shaping the landscape of experiential tourism. As tourists increasingly seek destinations committed to green tourism values, the facility management sector is revolutionizing the Indian tourism industry, making it more immersive, sustainable, and memorable for travellers from around the world. With the synergy of facility management and tourism, India is poised to offer unique and unforgettable experiences to every traveller who embarks on its shores. ■

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Effective Team Communication: A Leader's Prerogative

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



Talents who move out from typical hospitality roles, to hone their abilities in hitherto unknown fields, raise key questions on the nature of communication, amongst colleagues at work. It necessitates our review of fundamental stances, on the quality of communication, that professionally exists. All basic, traditional and primordial approaches, demand the demonstration of empathy, to enable next generations to absorb it into their core DNA. The complexity of communication breakdowns, in our stakeholder environment, has already been expounded. This is a back-to-basics reminder of human communication required, to create positive environments and productive relationships. Truly, the degrees of concern demonstrated towards the self, influences attitude and empathy towards others. An ensuing mismatch between desired and anticipated behaviours is what really exacerbates conflict.

It is natural to place the onus for creating an open communication culture, on leaders in work situations. Irrespective of the levels at which leaders operate, the responsibility to create an environment for empathetic and respectful exchange, is their prime responsibility. Cultures like ours, harbour a tendency for people in lower echelons, to absorb and accept existing communication norms. This is rapidly changing with younger, more educated professionals demanding greater respect, for their competences. Talents have the option to vote with their feet, but leaders carry the responsibility of exercising their capacity, to change this status quo. Transactional approaches in human communication, have an underlying winning/losing construct, from any exchange. Many approaches can be deployed to diffuse the situation, yet it is largely how dissonance manifests, from behaviours.

Open-source content models provide a broad framework, within which the degrees of regard for oneself, alongside the degree of regard for others can be mapped. The achievement of one outcome at the cost of the other, is what creates communication challenges, which we must address effectively.

1. Passive-Submissive Communication: Are you unable to speak effectively? Write down your thoughts to gain structure. Do you suppress your thoughts and opinions? Respect the validity of what you would like to express in your context. Do you feel walked on by others? Set boundaries to express discomfort as you feel

it. Do you feel that needs are not met? Make a list of reasonable deliverables. Are you resentful of others? Separate the personality from the problem. Trainees, interns and new associates need to renew themselves from this state.

2. Passive - Aggressive

Communication: Do you use sarcasm to make a point? Consider the content to be conveyed, not the derision. Do you contradict actions and feelings? Separate execution from perception. Do you keep denying facts on issues? Accept reality from a non-blaming perspective. Are you avoiding confrontation? Address matters logically and respectfully. Do you subtly sabotage or annoy others? Separate the insecurity from addressable reality. Leaders must seek feedback on these behaviours from team members.

3. Aggressive Communication: Do you speak loudly to make a point? Convey the message not the hostility behind it. Do you use patronizing 'you' statements? Communicate from a neutral standpoint. Are you demanding in your language? Focus on the outcome, not your ego. Do you interrupt and talk down to others? Separate your position from your role, it requires equanimity. Are you speaking down to intimidate others? Achieve the result, not a resistance to the goal. Personalities who reveal these traits, can start making conscious efforts to change.

4. Assertive Communication: Do you remain calm and state facts? Always separate facts from feelings to achieve this. Do you use responsible 'I' statements? The duty to gain and demonstrate respect, starts with you. Do you avoid accusatory language? Outcomes can be achieved collaboratively and responsibly. Do you state your condition respectfully? Conveying circumstances requires cause-and-effect clarity. Do you stand up for others positively? Recognizing the contribution made by any person, starts with a respectful acknowledgement.

A conscious effort to navigate towards assertive communication, necessitates drawing on one's inherent emotional intelligence.

Listening empathetically, not simply to reply helps. Maintaining a calm demeanour, inspires interactivity. Accepting another point of view enhances possibility thinking. A sincere interest in people's requirements, supplements their cause. Introspection to care for oneself, facilitates a natural caring for others. Engagement, interaction and problem-solving with diverse people is an ongoing process. Commit to creating positive outcomes, for all affected, it adds great value to your effort. And finally start changing the way you communicate; the results will only return. ■

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‘Explorex’s vision is to reshape restaurant operations’

In conversation with **Hospitality Biz**, **Mainak Sarkar, the Co-founder and CEO of Explorex Technologies Inc.**, talks about his journey and how he pursued his dream as a tech enthusiast to revolutionise the restaurant industry through tech primarily focusing on UX and practicality.

Q From the date of ideation and launch, to seed funding, growth trajectory, and the current market standing. Tell us about the journey of Explorex.

Explorex embarked on its journey with a visionary goal: to bridge the gap between restaurants and potential customers. Our aim was to revolutionize the restaurant industry by democratizing technology and equipping it with powerful tools to enhance operational efficiency, bolster the bottom line, and boost revenue.

As a forward-looking SaaS-Fintech Hybrid firm, Explorex’s vision is to reshape restaurant operations and become a market leader in providing the industry with tools that not only help manage business more effectively but also revolutionize the mainstream operational process.

Reflecting on our journey so far, our core mission has been to democratize technology and empower the hospitality sector with transformative tools for more effective business operations. Explorex, has also received substantial funding support from Y Combinator, Twitch, HOF Capital, MyAsiaVC, Relief Technologies Inc, Zentani Capital, Smaregi and more. We have received pre-seed funding of USD 1.5 Million and Seed funding of USD 5 Million Explorex has always been a step ahead in the industry. Eatable was our first startup which was committed to improving the dining experience for restaurant customers with the help of scannable digital menus even before the pandemic. In the wake of the pandemic, the restaurant industry rapidly embraced digitalization, igniting a resurgence in the hospitality sector. This digital transformation has prompted restaurants of all sizes to adopt cutting-edge technology solutions that streamline operations and provide an enhanced customer experience.

Our journey has been marked by

remarkable growth, and a staggering 115% increase in Gross Merchandise Value (GMV) processed between February 23 and July 23. Explorex continues to lead the restaurant industry into a new era of digital excellence.

Q How has Explorex technology evolved to help restaurant operators?

Today’s business owners find it highly bothersome because their software lacks interconnectivity and data transfer from one operating system to another. The current solutions aren’t plug-and-play since they are not modular or able to integrate with services. Additionally, restaurants are quite annoyed with the 5–6 separate, non-communicating systems. Explorex on the other hand, has developed an ecosystem that addresses order management, operations management, online delivery, payment processing, reports & analytics, guest identification, and re-engagement and much more, all through the use of a single system.

In today’s business landscape, many entrepreneurs and business owners are bothered with a significant challenge: the absence of a comprehensive, cloud-based software solution. This absence poses a considerable issue, as existing options on the market lack the plug-and-play simplicity and modular flexibility needed for seamless integration with various services. Moreover, the current state of affairs leaves restaurant owners exhausted, as they are burdened with the inefficiency of managing multiple, isolated systems that fail to communicate effectively.

This is where Explorex comes into the picture, we have developed a comprehensive ecosystem that tackles these pressing issues head-on. Our innovative system seamlessly covers a spectrum of essential aspects, including order management, operational oversight, online delivery management, secure payment processing, in-depth

reporting and analytics, guest identification, and strategic re-engagement strategies. The beauty of Explorex lies in its unifying power, as all these critical functions are properly consolidated into a single, user-friendly platform. This holistic approach not only simplifies the management of restaurant operations but also empowers businesses to operate more efficiently and effectively in today’s competitive landscape. Explorex is focusing on convenience and integration that restaurant business owners have long been looking for.

Q What are the specific technological benefits that a partner restaurant can expect from Explorex?

“Bridge” by Explorex, is a transformative solution that delivers a seamless experience for every key stakeholder in the restaurant ecosystem: owners, chefs, stewards, and diners. Our dynamic platform empowers restaurant owners to analyze and optimize their operations efficiently, ensuring sustainable growth.

Tools like Digital Menu, Automated ordering, Integrated POS/ mPOS, Integrated payments, Inventory management Detailed Analytics and report generation system, Third-party delivery integration tools, and lastly Customer Retention and re-engagement tools are some of the tools and technologies that help the food chain operate effortlessly.

Our company’s comprehensive approach covers everything from online menus, order placement, POS/MPOS, contactless payments, and efficiently managing inventory. By leveraging the power of technology, we enable restaurateurs to entrust us with the details of their business operations, allowing them to dedicate their focus to their core expertise — delivering exceptional culinary experiences to their cherished customers.” ■



Hyatt Place Vijayawada Marks the Debut of Hyatt Place Hotels in Andhra Pradesh

Hyatt Hotels Corporation opened Hyatt Place in Vijayawada offering 81 rooms and suites. The hotel marks the debut of the Hyatt Place brand in the state of Andhra Pradesh – a significant landmark in Hyatt’s brand growth in the market. Developed by RVS Conventions Private Limited, the property features the Hyatt Place brand’s intuitive design, casual atmosphere, and practical amenities. Each room is thoughtfully designed to ensure comfort and innovation, making it an ideal retreat for business and leisure travelers alike. The hotel’s amenities include two dining options. The hotel is close to the city’s commercial district and a convenient 20-minute drive from the Vijayawada International Airport.

“The opening of Hyatt Place Vijayawada is rooted in our ambitious growth plans for Hyatt brands in India. Vijayawada has demonstrated significant economic and tourism potential in recent years, and we are delighted to foray into this booming destination where our guests travel, as well as where owners and developers can leverage our global distribution network and World of Hyattloyalty program,” said Dhruva Rathore, Vice President of Development, India & South West Asia, Hyatt.

and developers can leverage our global distribution network and World of Hyattloyalty program,” said Dhruva Rathore, Vice President of Development, India & South West Asia, Hyatt.

Marriott Hotels Debuts in Coorg with Coorg Marriott Resort & Spa

Marriott Hotels announced the opening of Coorg Marriott Resort & Spa in Coorg, Karnataka. Located in Makandur forest, Coorg Marriott Resort & Spa features 108 well-appointed, elegantly furnished villas and cottages, offering breath-taking views of emerald landscapes and hectares of plantations. Each villa offers a spacious abode with natural sunlight and plush comfortable bedding, paired with smart amenities, a 55-inch LCD TV and a workstation that provides the flexibility to move and use as the guest desires. Every room opens to a private balcony, providing guests with space to unwind and relax over the harmonious symphony of birdsong and views of rolling green hills. A select category of cottages also feature a private swimming pool, allowing guests to indulge in a refreshing dip within the comfort and privacy of their own space. The resort is pet-friendly, where guests have the added pleasure of holidaying with their furry friends. “We are thrilled to bring Marriott Hotels to Coorg, famously known as the Scotland of India, a land endowed with breath-taking natural splendour and a glorious history. This opening underlines our commitment and focus as we continue to expand our footprints across leading travel destinations within India, providing travellers with trusted and high-quality accommodation choices” said Ranju Alex, Area Vice President, South Asia, Marriott International.



The Clarks Hotels & Resorts Announces Clarks Exotica Island House in Port Blair



The Clarks Hotels & Resorts recently announced their upcoming property Clarks Exotica Island House in the capital city of Andaman and Nicobar Islands, Port Blair. This strategic move will help the group spread its wings to the exotic destination and provide guests with upscale leisure, MICE and destination wedding facilities. Boasting 40 smartly designed keys with a mix of rooms and independent villas, Clarks Exotica Island House features an open-air dining area with a scenic view of the island.

Rahul Deb Banerjee, the Vice President of The Clarks Hotels & Resorts, stated, “Expanding our footprint to Port Blair aligns perfectly with our corporate strategy of providing personalised experiences to our guests. The Clarks Exotica Island House is designed to cater to the evolving travel preferences, and with the government’s emphasis on boosting tourism, we are confident that our guests will cherish their time at this exquisite property.”

INDIAN SCHOOL OF HOSPITALITY



Kunal Vasudeva promoted to Co-Founder and Managing Director at Indian School of Hospitality

Indian School of Hospitality (ISH), one of India's preeminent institutions in Hospitality and Culinary Arts education, announced the promotion of Kunal Vasudeva to the position of Co-Founder and Managing Director, effective August 01, 2023. Previously he was serving as Co-Founder and Chief Operating Officer.

Vasudeva's elevation as MD is in alignment with ISH now being a part of Sommet Education, a global leader in higher education in the area of hospitality management and business and culinary arts, based in Switzerland. Sommet Education owns globally renowned brands Les Roches, Glion and Ecole Ducasse.

MARRIOTT INTERNATIONAL



Khushnooma Kapadia elevated to VP Marketing – South Asia at Marriott International

Khushnooma Kapadia, previously working in the capacity of Area Director of Marketing at Marriott International, has been elevated to the role of Vice President of Marketing – South Asia. A marketing and communications professional with over 25 years of work experience across industries like financial services, communication consulting

and hospitality, her core areas of expertise include brand marketing, brand building, strategic communications, managing strategic alliances, media management, digital, social media marketing and crisis communications. Khushnooma joined Marriott International as Marketing Communications Manager in 2004 and prior to that worked with Good Relations India as its Account Group Head; and with Arther Anderson as a Senior Associate.

NOVOTEL



Amit Gera appointed as General Manager at Novotel Chennai Chamiers Road

Amit Gera, who brings with him 23 years of hospitality industry experience, has been appointed the General Manager at the Novotel Chennai Chamiers Road. In his new role, Amit will oversee the complete operations and management of the hotels, along with the senior leadership team. Amit excels in handling and supervising large staff and

overseeing revenues with comprehensive experience in operational planning, business strategy evaluation, concept creativity and guest interaction. Amit started his hospitality career in the year 2000 with The Oberoi Hotel and subsequently held multiple roles in culinary and operations with brands like Marriott, Hilton, IHG, Leela, and ITC.



Novotel Vijayawada Varun appoints Sudarshan Motupalle as General Manager

Novotel Vijayawada Varun announced Sudarshan Motupalle as its new General Manager. He brings with him over a decade of experience in the hotel industry and a strong background in hospitality leadership. Sudarshan Motupalle, having held pivotal roles with renowned hospitality groups over 15 years, including Rotana Hotels,

Emaar Hospitality Group and Accor in Dubai, has garnered a reputation for his exceptional management skills and commitment to delivering extraordinary guest experiences. Motupalle earned his Bachelor of Hotel Management at Westin College of Hotel Management and his Master's degree in Hospitality Management, specialising in Management and Operations, from the esteemed Napier University, Edinburgh.

FERN HOTELS & RESORTS



Debangshu Bhattacharyya joins The Fern Hotels & Resorts as Associate Director Sales

Concept Hospitality announced the joining of Debangshu Bhattacharyya as Associate Director Sales of Fern's Regional Sales Office, Bangalore. Prior to joining The Fern Hotels & Resorts, he has worked with renowned organisations such as The Chancery Hotels, Sarovar Hotels and Resorts, and IHG Hotels. "Bhattacharyya

comes with 16 years of experience and his expertise will drive core sales and maximise revenue, establish valuable relationships, promote brand strategies and contribute to the brand's fair market share in the South India region. His seasoned experience, strategic thinking, and proven track record make him an invaluable asset to the team, poised to make meaningful contributions to the brand's growth and success," quoted an official release.



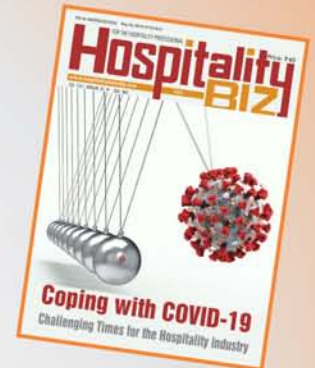
Prashant Shewale appointed General Manager at Blue Ocean The Fern Resort & Spa, Ganapatipule

In his new role, Banerjee will lead the Concept Hospitality announced the appointment of Prashant Shewale as General Manager at Blue Ocean The Fern Resort & Spa, Ganapatipule. Shewale, known for his passion, self-motivation, and hands-on leadership approach, brings with him a wealth of expertise and a proven track record in the hospitality industry. Having consistently

delivered exceptional results, he has a keen focus on effective decision-making, enhancing guest satisfaction, and nurturing employee development and engagement. He holds a degree in hotel management and catering technology from Nagpur University. His impressive career includes over a decade with Accor Hotels, where he played a pivotal role in elevating hotel profitability, enhancing customer satisfaction, and elevating hotel ratings on platforms like TripAdvisor.

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