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Butler-Coach

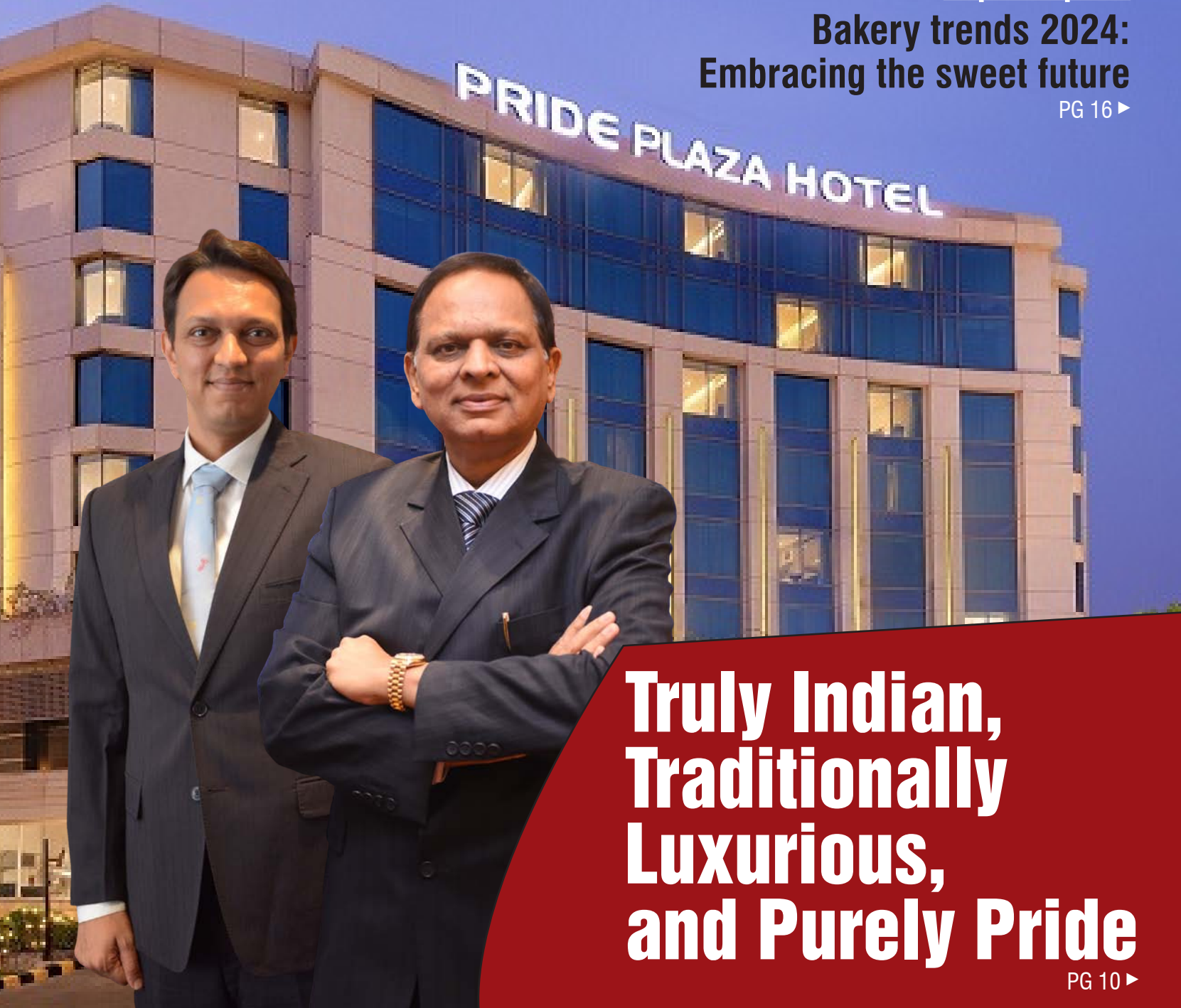
Ways to select Butlers' School

PG 18 ▶

Expert Speak

Bakery trends 2024: Embracing the sweet future

PG 16 ▶



**Truly Indian,
Traditionally
Luxurious,
and Purely Pride**

PG 10 ▶



19TH HOTEL INVESTMENT CONFERENCE SOUTH ASIA

JW MARRIOTT BENGALURU PRESTIGE GOLFSHIRE RESORT & SPA

2-4
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SAVOURING SOUTH ASIA: INNOVATION IN FOOD, TECH AND DESIGN



2024 AWARDS

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OF THE YEAR**

make my trip

**GENERAL MANAGER
OF THE YEAR**

NOTABLE SPEAKERS

Abhishek Logani, Chief Business Officer – Hotels, MakeMyTrip
Anuraag Bhatnagar, Chief Executive Officer, The Leela Palaces, Hotels and Resorts
Arshdeep Sethi, MRICS, President - Real Estate, RMZ Corp
Binu Mathews, Chief Executive Officer, IDS Next
Carlton Ervin, Global Development Officer International, Marriott International
Clint Nagata, Founder and Creative Partner, BLINK Design Group
Cyril Jacob, Founder & MD, Ascentis
Deepika Rao, Executive VP, New Businesses, Hotel Openings & Corporate Communications, IHCL
Dillip Rajakarier, Group CEO, Minor International
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Mark Hoplamazian, President & CEO, Hyatt Hotels Corporation

Omar Romero, Chief Development Officer, Six Senses Hotels Resorts Spas
Peter Joehnk, Founding Partner, JOI Design
Pieter Elbers, Chief Executive Officer, IndiGo Airlines
Raghu Sapra, Head Hospitality, Embassy REIT
Samir MC, Managing Director, Fortune Hotels
Sébastien Bazin, Chairman & CEO, Accor
Snehdeep Aggarwal, Founder and Chairman, Bhartiya Group
Suma Venkatesh, Executive VP, Real Estate and Development, IHCL
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Ozone Group Affiliate Concludes Sale of 175-Room Bengaluru Hotel for INR 150 Crore

HBI Staff | Mumbai

Hansoge Enterprises, affiliated with the Ozone Group, has finalized the sale of a boutique hotel near Bengaluru International Airport at an estimated INR 150-crore transaction.

The approximate rate for the deal involving the 175-room, 1.5 lakh sq ft mid-scale hotel stands at roughly Rs 10,000 per sq ft. Colliers, acting as the deal advisor, mentioned its collaboration with JC Flowers Asset Reconstruction Company, serving as the trustee, and the bank. However, the buyer's identity remains undisclosed.

“Colliers India played a crucial role in devising an exit strategy for the promoters looking to liquidate the asset, meeting the objectives of the buyers aspiring to establish a presence in this thriving metro area,” stated the property consulting firm.

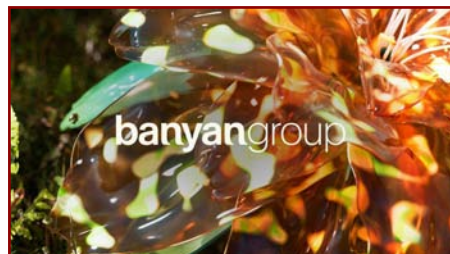
Hansoge specializes in executing hotel projects for the Ozone Group, renowned for its properties in Bengaluru, Coorg, Kabini, and Chikmagalur.

Piyush Gupta, Managing Director, Capital Markets and Investment Services, Colliers India, remarked, “This was a complex deal



with various intricacies involving the asset reconstruction company, banker, seller, and buyer. Leveraging our team's comprehensive understanding of the nuances, we achieved a successful closure.”

Gupta also highlighted the burgeoning potential of India's hospitality sector, citing its trajectory toward significant growth driven by rising tourism, business travel, and a growing preference for an enhanced lifestyle.s.” ■



HBI Staff | Mumbai

Banyan Tree Group is evolving its corporate umbrella brand from “Banyan Tree Group” to “Banyan Group”. This brand shift reflects the Group's evolution into a dynamic, multi-brand hospitality powerhouse.

Since 2019, the Group has doubled its brand portfolio, bringing its pioneering spirit, design-led experiences, and purpose driven mission to new destinations, including Banyan Tree AIUla in Saudi Arabia, Garrya in Kyoto, and Folio in Osaka, Japan, Dhawa in Ho Tram, Vietnam, Homm in Huzhou, China and Banyan Tree Dubai in the United Arab Emirates. 2023 also marks a year of strong and steady business performance that has surpassed pre-pandemic levels.

“As we celebrate the Group's 30th anniversary and its evolution into Banyan Group, this milestone is not only testament to the Group's enduring success in the hospitality industry but also sets the stage for an exciting future,” said Eddy See, President and CEO, Banyan Group. “This brand evolution reflects our portfolio

Banyan Tree set to launch 19 properties, will open doors in 2024

transformation from a single luxury brand to the diverse offering we have today. Almost half of all countries we operate in carry a multi-branded presence, most of them high-growth travel destinations. With a keen eye on expansion, we are seizing new opportunities with our distinct brands, designed to meet evolving traveller preferences and needs in these dynamic markets,” he added.

Banyan Group currently manages 12 global brands, 75 hotels and resorts, over 60 spas and galleries and 14 branded residences across 22 countries. As part of a robust pipeline of properties, the Group's expansion in 2024 will include 19 new properties and residences in Cambodia, China, Japan, South Korea, Vietnam and Mexico.

The Group's first property in Cambodia will debut with Angsana Siem Reap. The first Banyan Tree property in Japan, Banyan Tree Higashiyama Kyoto. Further enhancing Banyan Group's multi-brand presence, additional brands are set to debut in Vietnam – Angsana Quan Lan in Halong Bay and Garrya Mu Chang Chai, as well as in South Korea with Cassia and Homm Sokcho. Suzhou, approximately 2 hours away from Shanghai by train or car, will feature two complexes – The first, in Shishan, will include Banyan Tree and

Angsana, while the second, by Yangcheng Lake, will include Banyan Tree and Garrya. Angsana Tengchong marks the Group's fifth property in the Yunnan province of China. In North America, Banyan Tree Veya Valle de Guadalupe marks the debut of the first full-fledged Banyan Tree Veya in Mexico.

“As Banyan Group celebrates our collective success over the last 30 years, we also recognize that the progress can't stop here,” said Ren Yung Ho, Senior Vice President, Brand & Commercial, Banyan Group. “The core beliefs and values that have guided Banyan Group to this milestone will continue to underpin our growth strategy as we remain dedicated to being a force for positive change for both people and the planet,” he added

In 2024, Banyan Group will align with United Nations Climate Science-based Targets to develop a comprehensive 2030 Sustainability Roadmap that addresses both environmental and human capital development in line with its founding ethos of Embracing the Environment, Empowering People. It will also pioneer a circularity pilot project, reinforcing the brand's commitment to advance the hospitality industry's transition to regenerative practices. ■

Archipelago International partners with HBX Group to optimize B2B Travel Experience

HBI Staff | Mumbai

Southeast Asia's leading hotel operator Archipelago International, has strategically partnered with HBX Group, a renowned global B2B TravelTech company. This two-year agreement will leverage the complementary strengths of both parties to drive expansion, enhance travel experiences, and redefine the B2B travel landscape.

Archipelago International brings to the table its extensive expertise in hospitality management, and a portfolio of over 200 hotels spanning 45,000 rooms across Southeast Asia, the Middle East, and the Caribbean. HBX Group, meanwhile, boasts a global network of more than 71,000 travel distributors across 190 source markets, providing access for Archipelago to clients around the world, including in hard-to-reach areas.

This agreement will enable Archipelago International to tap into HBX Group's global reach and high-value clientele, expanding its market presence and further solidifying its position as a leading hospitality player.

"We are excited to embark on a strategic partnership with HBX Group, which will undoubtedly propel our expansion and elevate the travel experiences we offer to



our guests. HBX Group's global reach and expertise in the B2B travel sector will be invaluable as we continue to grow our presence in key markets around the world.

This partnership is a testament to our commitment to innovation and our unwavering belief in the power of collaboration to shape the future of the

hospitality industry. With HBX Group, we will further strengthen our position as a leading hospitality provider in Southeast Asia and beyond," said John Flood, CEO and President, Archipelago International.

Through this collaboration, hoteliers will gain access to Enhanced distribution channels. HBX Group's extensive network of travel distributors will significantly expand Archipelago International's reach, making its properties more visible to a wider audience of potential guests. HBX Group's cutting-edge TravelTech solutions will provide Archipelago International's properties with the tools they need to optimize their operations, enhance guest satisfaction, and drive revenue growth.

Pippa Williamson, VP, Commercial-APAC, HBX Group, said: "As an ecosystem player in the travel industry, we provide our customers with interconnected products and services, offering a seamless experience travellers. Collaborating with Archipelago International will help us to expand our business in Asia-Pacific at a time when travel to this region is in high demand." ■

CYK Hospitalities launches location mapping services for Multiple F&B Brands

HBI Staff | Mumbai

CYK Hospitalities, a prominent F&B consultancy, has initiated numerous ventures by leveraging its expertise in location mapping services for esteemed brands within the food and beverage industry. Among these are Burger Singh (a burger QSR chain), Twisting Scoops (an Indian Turkish ice-cream brand), Fat Tiger (a modern tea shop and momos parlour), Labneh (a Lebanese restaurant), Chocolate Room (a cafe chain), High on Churros (a churros QSR chain), and Pink Box (a bakery chain).

Notably, CYK Hospitalities played a crucial role in aiding Burger Singh by assessing optimal locations and effectively launching stores at key Delhi metro stations such as Janakpuri, Kalkaji, and New Delhi stations. This strategic approach aimed to

maximize brand visibility and foot traffic.

In a recent collaboration, CYK Hospitalities partnered with Labneh, the Lebanese restaurant, to inaugurate a new outlet at the prestigious MGF Metropolitan Mall in Gurugram. This partnership underscores CYK's dedication to fostering the growth and expansion of diverse F&B brands in prime locations.

Commenting on this, Simranjeet Singh, Director, CYK Hospitalities, said, "At CYK Hospitalities, we prioritize our position in the F&B consultancy sector, emphasizing our dedication to delivering high-quality services. Our team of experienced F&B consultants has actively contributed to providing location mapping services to well-known brands, contributing to strategic and successful launches."

Pulkit Arora, Director, CYK Hospitalities, said, "We are delighted



to have been instrumental in the launch of multiple brands outlets. Our team's proficiency in brand integration ensures that each new establishment seamlessly becomes a part of the culinary landscape, enhancing the overall dining experience for customers." ■

FHRAI applauds PM's vision in boosting Lakshadweep Tourism

HBI Staff | Mumbai

The Federation of Hotel & Restaurant Associations of India (FHRAI), India's apex body and voice of the hospitality industry, has extended its sincere appreciation to the Hon'ble Prime Minister – Shri Narendra Modi for his recent visit to Lakshadweep, underscoring his steadfast commitment to bolstering tourism in the country.

“We are immensely grateful for the Hon'ble PM's dedication to promoting domestic tourism in India, especially during the challenging post-pandemic period. His visionary leadership in showcasing Lakshadweep as an emblem of sustainable tourism and an engine of economic growth for India is commendable. The presence of the Hon'ble PM on the tranquil shores of Lakshadweep has illuminated the beauty and allure of this picturesque archipelago,

drawing global attention to its pristine beaches, vibrant coral reefs and rich cultural heritage. FHRAI firmly believes that the Hon'ble PM's visit to Lakshadweep will catalyse substantial investments in infrastructure, connectivity and hospitality services, making the archipelago an accessible and coveted destination for global tourists,” said Pradeep Shetty, President, FHRAI & President, The Hotel And Restaurant Association (Western India) – HRAWI.

In recognition of the pivotal role played by the tourism and hospitality industry in India's journey toward becoming a developed economy by 2047, FHRAI will engage with the Government to offer suggestions for the benefit of the tourism industry and the local communities.

“The initiatives, including encouraging citizens to explore 15 domestic destinations by 2022, bolstering infrastructure,



developing tourism circuits and the recent 'Wed in India' appeal, have significantly propelled domestic tourism, boosting local economies and reducing expenditure on overseas destination weddings. By highlighting ecotourism and responsible practices, Modi ji has paved the way for a future where tourism thrives in harmony with the environment and benefits the local communities. We remain committed to working in tandem with the Government of India to further advance the tourism and hospitality sector, ensuring sustainable growth and economic prosperity for the nation,” said Surendra Kumar Jaiswal, Vice President, FHRAI. ■

The Role of Technology in Revolutionising Hotel Operations

By **Harish Chandra**, Founder, Global Hospitality Technology Professionals Group (GHTP)

In today's rapidly evolving landscape, technology stands as a cornerstone across diverse industries, including the dynamic field of hospitality. The integration of cutting-edge technological advancements poses distinctive challenges for hotels, yet the manifold benefits it brings in terms of efficiency, guest satisfaction, and revenue growth overshadow these obstacles.

Delving into the advantages, technology reshapes the guest experience by facilitating seamless interactions. Online booking platforms and user-friendly mobile apps empower guests to effortlessly make reservations and access various hotel services, spanning from room service to spa bookings, all at their fingertips. Through personalised and customisable features, hotels can cater to individual preferences, fashioning a bespoke and indelible stay for each guest.

A pivotal benefit lies in streamlined operations and cost reduction, stemming from the integration of new technology. Features such as keyless entry and in-room technology harmonise with other hotel systems, elevating the overall guest experience by delivering seamless access to diverse services. However, it's crucial to acknowledge that while this contactless process maximizes convenience and minimizes wait times, there are ongoing technological challenges that hotel managers diligently work to resolve.

The ascent of artificial intelligence (AI) and machine learning heralds an era of optimising operations

and fine-tuning personalised guest interactions. Nevertheless, ethical concerns loom large, particularly regarding guest confidentiality and privacy. Striking a delicate equilibrium between enhancing security, driving efficiency, and safeguarding guest privacy remains imperative as hotels navigate the integration of AI technologies.

Personalisation, customisation, and curated experiences stand as enduring cornerstones in hotel operations. Leveraging technology, hotels are poised to deliver tailored experiences from the moment a guest makes a reservation throughout their entire stay. Through tech-enabled tailored pricing models and personalized amenities, hotels can craft exclusive and unforgettable experiences for their guests.

Despite prevailing challenges, hotels that adeptly integrate technology into their operations can gain a competitive edge in the ever-evolving hospitality landscape. Embracing the prowess of technology becomes not just beneficial but essential for hotels to flourish and meet the dynamic demands of guests in this digital age. ■



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The Grand Welcome: Navigating India's Dynamic Hospitality Scene

We have stepped into a bright new year, which is a leap year, and it somehow feels extra special as if we are witnessing the dawn of a new era, where the hospitality industry is undergoing a paradigm shift. With so many new projects being announced and inaugurated in the first month itself, the landscape of the industry in India is being driven and reshaped by a confluence of factors. Traditional ethos of "Atithi Devo Bhava" and contemporary Indian hospitality scenario with its diverse offerings, is being fuelled by globalisation, technology, and the ever-evolving consumer preferences. Not to forget, one of the major factors influencing the overall growth has been the boost of infrastructure, increase in business and India's growing stature in the international markets.



The journey ahead involves navigating a complex interplay of global trends, technological advancements, and shifting consumer dynamics. As the industry continues to evolve, one thing remains constant – the spirit of hospitality that defines India's identity, offering guests an experience that goes beyond service to create lasting memories. The future beckons with promise, inviting stakeholders to chart a course that celebrates tradition, embraces innovation, and ensures a warm welcome for every traveler.

The development being seen across the country, and our nation continues to see a rise in the number of hotels, which is being supported by the various event spaces that are being created. The renewed Pragati Maidan, Greater Noida Expo Centre, Jio World Convention Centre, or even the various projects that are underway like the Statue of Oneness in Omkareshwar in Madhya Pradesh, or the manifestation of Ayodhya temple are sure to further drive up the business for existing hotels, and interest more people for setting up hotels there.

In this issue we focus on the growth story of one of India's leading brands – The Pride Group. In conversation with Hospitality Biz, they reveal the future plans of the group and talk about the market dynamics that demands more hotels. We also have experts talking about the elements that have made India a strong contender in the international hospitality space. The rise of conscious consumers is prompting the industry to reevaluate its practices, fostering a more responsible and environmentally friendly approach. Moving ahead, sustainable practices and proactive approach are going to be the name of the game.

Sumit Jha
Editor & Business Head

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A Fusion of Culinary Excellence and Hospitality Innovation at HICSA 2024

HBI Staff | Mumbai

In the heart of Bengaluru, the **19th edition of the Hotel Investment Conference South Asia (HICSA)** is set to unfold at the scenic JW Marriott Golfshire Resort & Spa from 2nd April to 4th April and is looking at having more than 700 delegates under one roof. With the captivating theme, “Savouring South Asia: Innovation in Food, Tech and Design”, the conference promises a dynamic exploration of the region’s rich cultural tapestry.

EXPLORING THE THEME: SAVOURING SOUTH ASIA

The theme encapsulates the essence of the region’s diverse culinary traditions, technological advancements, and innovative design concepts. It reflects to commitment to not only appreciating but also innovating within the rich tapestry of South Asian Culture.

AN ASSEMBLY OF VISIONARIES AND INDUSTRY LEADERS

HICSA 2024 has an exceptional speaker lineup featuring Global CEOs and esteemed industry experts, promising abundance of insights and inspiration. Among the luminaries set to grace the stage are Sébastien Bazin – Chairman and CEO, Accor; Mark Hoplamazian – President and CEO, Hyatt Hotels Corporation; Jitu Virwani – Chairman and MD, Embassy Reit ; Harshavardhan Neotia – Chairman, Ambuja Neotia Group; Pieter Elbers – ChiefExecutive Officer, Indigo Airlines, Abhishek Logani – Chief Business Officer Hotels, MakeMyTrip and Kapil Bhatia – Executive Chairman, InterGlobe Enterprises.

The diverse backgrounds and global perspective of these speakers ensure that HICSA 2024 will be a melting pot of ideas and discussions that surpass the borders and shape the future of the hospitality industry in South Asia. Attendees can expect an insightful and stimulating as these industry indomitable experts share their visions and strategies, adding another layer of richness to an already captivating conference agenda.

A MULTIFACED EXPERIENCE

- **Golf Round:** The conference kicks off with a golf round on April 2nd, offering attendees the opportunity to network and forge connections against the picturesque backdrop of JW Marriott Golfshire. This relaxed and scenic setting fosters a conducive environment for fruitful discussions and relationship building.
- **Owner’s Only Meet:** Right after the Golf Round, the Owner’s

Only Meet on April 2nd in The Four Seasons Bengaluru at Embassy ONE provides a platform for hotel owners to engage in insightful conversations about investment strategies and the evolving landscape of the hospitality sector in South Asia. It sets the tone of the conference by fostering collaborative discussions on the future of the industry.

- **Culinary Carnival:** The highlight of HICSA 2024 is undoubtedly the Culinary Carnival on April 3rd. This unique addition to the conference agenda brings together an array of distinguished restaurants, each representing a distinct culinary tradition. The emphasis is on offering attendees an immersive experience that reflects the theme of savouring South Asia.

A JOURNEY THROUGH SOUTH ASIAN FLAVORS

- Dum Pukht by ITC Hotels
- Le Cirque by The Leela Hotels, Resorts & Palaces
- Farzi Café by Massive Restaurants
- East by Marriott international
- Inja by Atelier House Hospitality
- Thai Soul by Hyatt International
- Glass House by Intercontinental Hotel Group (IHG)



As the Culinary Carnival tantalizes taste buds with its diverse offerings, it is crucial to recognize the broader significance of HICSA 2024. The conference, with its golf round, Owner’s Only Meet and the Culinary Carnival, provides a holistic experience that seamlessly blends hospitality, investment, and culinary arts. Attendees will not only savour the rich and varied flavours of South Asia but also gain insights that will shape the future of the region’s hospitality industry. HICSA 2024 stands as a testament to the innovation and excellence within South Asian Hospitality, where every detail, from food to tech and design, contributes to a vibrant and dynamic industry landscape. ■

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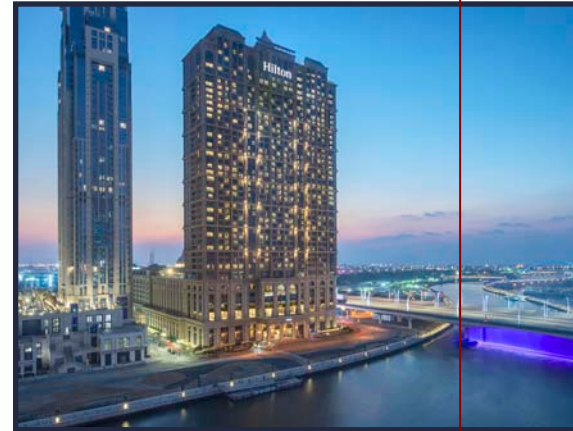


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'Indian Weddings Hold a Unique Place in Our Hearts'

Looking forward to exploring collaborations with Indian event planners, travel agencies, and cultural organisations to create customised packages and experiences, catering precisely to the distinct preferences and needs of Indian MICE and wedding customers, says **Saeid Heidari, General Manager, Hilton Dubai Al Habtoor City**, in a conversation with **Prasenjit Chakraborty**.



Q What contributions does the Hilton Dubai Al Habtoor City make to Dubai's hospitality scene?

At Al Habtoor City, we're not just offering a luxurious escape; we're co-writing Dubai's story of excellence. From weaving the tapestry of comfort and service that defines the city's opulence, to attracting global minds who fuel its economic engine, we're part of the vibrant energy that makes Dubai tick. Every smile on a guest's face, every opportunity created for a local resident, every connection formed within our walls—each is a small yet significant contribution to the remarkable heart of this remarkable city. This pride in contributing to Dubai's essence is something we deeply cherish at Al Habtoor City.

Q What segment of travellers from India are your key areas of focus?

When it comes to travellers from India, we warmly welcome all—families making lasting vacation memories, couples cherishing their love stories in our wedding venues, and especially Indian business travellers. There's a unique energy and determination among these individuals to push boundaries and reach new heights. We take pride in providing the perfect setting for their connections, collaborations,

and triumphs. Moreover, Indian weddings hold a special place in our hearts. We find joy in curating experiences that mirror the vibrancy and happiness of these celebrations. Every smile, every connection, and every dream realized within our walls is a testament to the beautiful stories India brings to life at Al Habtoor City.

Q Which are the major ancillary revenue streams that you have witnessed significantly contributing to your balance sheet?

Our robust array of ancillary revenue streams plays a vital role in the financial well-being of the complex. The culinary scene, featuring an enticing medley of restaurants, bars, in-room dining, and catering services, remains a cornerstone of our income, further bolstered by premium and specialty offerings. In the realm of rejuvenation, our spa and wellness facilities, including blissful spa treatments, invigorating fitness centers, and holistic wellness programs, cater to guests seeking serenity and well-being, generating a reliable income stream. The Meetings and Events segment, a lucrative avenue encompassing conferences, gatherings, weddings, and other social events, thrives on venue rentals, catering services, audiovisual provisions, and a range of associated offerings. Finally, our partnerships with local tour operators unlock unique experiences for guests through guided tours and excursions, diversifying our revenue streams and enriching their journeys.

Q During your recent trip to India, you highlighted the significant potential for collaboration within the MICE (Meetings, Incentives, Conferences, and Exhibitions) and wedding sectors. Can you provide further details or elaborate on this?

My recent trip to India reaffirmed my belief in the tremendous potential for collaboration within the MICE and wedding sectors. Our extensive ballroom and meeting room facilities,

coupled with our diverse F&B offerings and access to La Perle's breathtaking performances, provide the perfect canvas for creating unique and memorable MICE experiences for Indian clients. Our interconnected complex, housing three distinct hotel categories within walking distance, caters to varied budgets and offers seamless accessibility. For weddings, our understanding of Indian traditions and our ability to seamlessly blend them with our luxurious amenities can create truly unforgettable celebrations. I'm excited to explore collaborations with Indian event planners, travel agencies, and cultural organizations to develop bespoke packages and experiences that cater to the specific needs and desires of Indian MICE and wedding clients.

Q Can you share two significant steps you have implemented on the sustainability front?

In our commitment to sustainability, we've implemented two impactful initiatives to reduce our environmental impact. Firstly, 'Meet with Purpose' is our dedicated program offering carbon-neutral conferences and events. This includes locally sourced catering, energy-efficient lighting, and waste reduction strategies, all while collaborating with local charities for maximum social benefit. It's a win-win for both the environment and our community.

Secondly, we prioritize action over mere words. Our regular volunteering events, such as beach cleanups and tree-planting initiatives, actively involve guests and staff in hands-on environmental activities. This engagement creates connections and fosters meaningful, lasting change.

These initiatives exemplify how we integrate sustainability into our hotel's ethos. We're continuously seeking new ways to enhance our environmental stewardship and contribute positively to our planet's well-being. ■

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Truly Indian, Traditionally Luxurious, and Purely Pride

With its first hotel in Pune in the year 1988, to catering to the best in India, The Pride has taken giant strides! In conversation with **Sumit Jha, S P Jain, Chairman & Managing Director, The Pride Hotels Ltd.** talks about the groups prominent strides in emerging as a market leader and unveils their future plans.



Q Every evolution has a core story which acts as the foundation stone.

What is Pride's story?

Each journey of evolution is anchored by a foundational story, and Pride Hotels is no exception. My career path led me to Mumbai as a Chartered Accountant, where I initially pursued consultancy work in financial and project management. While working on diverse manufacturing projects, I stumbled upon the hospitality sector, and it instantly resonated with my skills in project and financial management. It dawned on me that hospitality was not just an industry; it was a passion that aligned with my professional expertise. Recognising its potential for efficient management by professionals like myself, I decided to step into the world of hospitality.

In 1988, the inaugural Pride Hotel opened its doors in Pune, marking my debut in the hospitality industry. This was the genesis of Pride Hotels, where my journey in this captivating sector began.

Q What were the initial struggles, and how did it all turn around?

Our journey with Pride commenced in 1988 when we established our first 75-room 5-star hotel in Pune, Maharashtra. However, our initial foray into the hospitality industry posed profitability challenges. In response, I devised a strategic plan to enhance the hotel's capacity, resulting in the expansion to 112 rooms by 1992-1993, subsequently

transforming it into a financially viable venture.

By 1995, recognising the immense potential and growth prospects within the hospitality sector, I embarked on a comprehensive study of 12 to 13 cities across India. This exploration revealed exciting opportunities but also brought to light a common challenge faced by many in our industry - the complex and time-consuming process of securing licenses and permissions for new hotels. In our case, obtaining permission for our Delhi hotel proved to be a formidable hurdle, taking nearly a year to navigate.

The arduous process of obtaining approvals, notably for our Delhi property, consumed nearly a year of our time. This phase often involves patiently waiting for licenses to align with the completion of the property and team establishment, a process that demands substantial infrastructure investment. While waiting for the necessary licenses, we remained steadfast in our commitment to the project.

Despite the intricacies of documentation and regulatory hurdles, Pride has navigated these challenges adeptly. With a sound financial foundation and a policy of cautious borrowing and prudent trading, we have remained resilient throughout our journey in the hospitality industry.

Q Could you share with us some of the best moments that were pure 'aha'?



for Pride?

Pride's remarkable journey began with our initial ventures in Pune. Back then, the city had only one 5-star hotel, Hotel Blue Diamond, making Pride's entry a significant success. This marked the 'aha' moment for us.

In 1999, we took a bold step by acquiring a hotel in Nagpur, despite its less-than-ideal condition. Locals often referred to it as a 'Mangal Karyalay' for weddings. However, we undertook the challenge, breathed new life into the property, and expanded its room capacity, elevating it to a 5-star category. This transformation solidified Pride Hotel as the undisputed leader in Vidarbha for over 15 years.

Subsequently, we ventured into Delhi with the opening of Pride Plaza Aerocity, our first 5-star property in the national capital. This marked another significant milestone in our journey, reinforcing Pride's reputation as a leader in the city and beyond.

In the midst of these achievements, we also had the honor of hosting both cricket teams during the World Cup when it was held in Nagpur, a testament to our excellence.



Q What are the core values at Pride?

Pride Hotels' core values are not just words on paper; they are intricately woven into the fabric of our identity. Our commitment to these values is reflected in our very name, 'Pride.' Each letter in 'Pride' signifies a fundamental principle that guides our actions and decisions. We value teamwork and unity, as we work together toward a common vision, 'Professionalism,' 'Responsibility,' 'Integrity,' 'Dignity,' and 'Excellence' are not mere words but the very essence of our culture, shaping the exceptional experience that Pride Hotels offers, exemplifying our core values embedded in our name.

These core values drive us to continually uphold world-class hospitality standards, ensuring our guests experience outstanding ambiance and impeccable service. Our core values are the foundation of our commitment deeply rooted in our identity. We embody 'Truly Indian', embracing the essence of our culture and heritage. We epitomise 'Traditionally Luxurious', offering a blend of timeless luxury and opulence. Above all, we are 'Purely Pride', a reflection of our commitment to excellence.

Q What has made Pride the seasoned brand that it is today?

Pride Hotel has evolved into the seasoned brand it is today by embracing the essence of authentic Indian hospitality. Our vision is to establish Pride Hotels as the premier Indian Hospitality chain, and we have meticulously crafted our identity around the concept of engaging all five senses. In all our properties, you'll find visual delights inspired by local architecture, culture, and vibrant colors. Regional Indian music permeates our public areas, creating an atmosphere that resonates with the diverse cultures of our land. As soon as you step into our hotels, a familiar and



comforting fragrance of tuberose welcomes you, setting the tone for your stay.

We believe in the power of a warm and traditional Indian welcome, and guests are greeted with a Namaskar, tika, and aarti, a heartfelt gesture that signifies our commitment to making you feel at home. Our all-day dining options offer a delightful blend of international and Indian cuisines, with a focus on incorporating popular dishes from regional cuisines, allowing guests to embark on a culinary journey through India. As we expand and continue to evolve, we are working diligently to channelise the essence of the Pride brand. This entails creating a structured framework, harnessing the potential of technology, and ensuring that every guest interaction aligns with our core values and five-senses approach. Pride Hotels remains dedicated to delivering a holistic and immersive experience that celebrates the rich tapestry of Indian hospitality.

Q Could you share with us some pure statistics on the number of properties, the places in which these are situated, the number of rooms, and the turnover for 2022-23?

Pride Hotels Group has a presence in around 66 great locations with 5500, rooms, 102 restaurants, 152 banquets, lawns, and conference halls. The hotel clocked a turnover of INR

323 crores last fiscal year and is expected to achieve INR 400 crores in current year.

Q What has been the average occupancy, ARR and RevPAR for the group?

The ADR and occupancy have gone up from 53% to 69% for the year 2022-2023. We are expecting to increase further 20% - 25% on ARR and RevPAR has increased by at least 35% comparing to last year.

Q What kind of pockets and guests does Pride attract?

Pride Hotels, as a chain of mid to upscale hotels in India, caters to a diverse range of guests. With properties strategically located in major cities like Delhi, Pune, Kolkata, Chennai, and more, the hotels are known for attracting guests with higher disposable incomes seeking a premium and luxurious experience. The primary clientele encompasses business travelers who value convenience and comfort, leisure travelers looking for relaxation and indulgence, affluent tourists appreciating the blend of comfort and luxury, organisations hosting corporate events and conferences in search of upscale venues, and celebrities and prominent personalities who prioritise privacy, comfort, and top-notch amenities. This wide spectrum of guests reflects Pride Hotels' commitment to delivering exceptional hospitality and personalised services to a discerning audience.

Q What is the thought that goes behind the awesome food at Pride?

The culinary excellence at Pride Hotels is a result of meticulous planning, curation, and execution by our team of expert chefs and culinarians. We understand that every event, whether personal or professional,



Our Future Plans

Our growth strategy has been quite significant and our expansion efforts have been substantial. Initially, our vision was to have 100 hotels by 2030, but fate had other plans in store for us. While the pandemic presented challenges to the hospitality industry, our unique approach and unwavering dedication set us apart. We didn't just weather the storm; we navigated it with resilience and a strong commitment to our owners, this approach yielded remarkable results, nearly doubling our brand's presence compared to the pre-pandemic period.

During the challenging period of the pandemic, we managed to add 20 new properties to our portfolio within just 1.5 years. Hotel owners placed their trust in our capabilities and approach, particularly our resourceful asset management, which played a pivotal role in this significant expansion.

Buoyed by this success and the trust bestowed upon us by hotel owners, we've not only maintained our original vision but have raised the bar even higher. The impressive numbers we achieved during the pandemic have inspired us to set a new vision: 133 hotels by 2033.

Currently, our expansion strategy encompasses a diverse portfolio of 65 upcoming projects spread across various brands and destinations. These include Biznotel by Pride in Agra, Jabalpur, Rajkot, Surendranagar, Bharuch, as well as Pride Resorts in Daman, Nainital, and Ramnagar/Corbett National Park. Additionally, we have Pride Hotel in Haldwani and Aurangabad, Pride Suites in Gurugram, and a presence in locations like Greater Noida, Bhavnagar (Gujarat), Dwarka (Gujarat), Kanpur, Ahmedabad Motera, Rajkot, Veraval, Lonavla, Dehradun, Chandigarh, Lucknow, Mysore, Neemrana, Varanasi, Bhopal, Yavatmal, and Amritsar. This diverse and expansive approach underscores our commitment to achieving our mission of 133 hotels by 2033.

Associating with Pride Hotels offers hotel owners a range of compelling strengths that make us an ideal partner in the hospitality industry. First and foremost, our operational capability stands out as a key advantage. We understand the importance of cost-effectiveness and localisation. By not investing excessively in design and infrastructure, we ensure that our properties remain economically sustainable and in tune with the specific demands of each region. This operational efficiency sets the stage for profitable ventures for our partners.

Operational excellence is another hallmark of Pride Hotels. We prioritise capex cost optimisation, which translates into better profitability for our owners. Our meticulous approach to resource management and cost control enables us to deliver consistent returns on investment, a testament to our commitment to our partners' financial success.

Our comprehensive sales distribution strategy is another compelling reason for hotel owners to join forces with Pride Hotels. We have a strong presence on various online platforms, including robust loyalty programs that attract a loyal

SATYEN JAIN
CEO, PRIDE HOTELS GROUP



customer base. Furthermore, our Pan India sales reach ensures that our properties consistently attract guests from across the country, maximising occupancy rates and revenue.

Lastly, innovation is at the core of our operations. We integrate cutting-edge AI technology into our regular processes and software systems, providing valuable insights into customer data. This innovation not only enhances the guest experience but also empowers our partners with the tools to make informed decisions and stay ahead in a dynamic and competitive industry.

Our journey is not merely about expansion; it's a journey underpinned by our strengths and relentless pursuit of excellence, as we continue to reshape the future of the hospitality industry. Our expansion isn't merely about adding numbers; it's about expanding our horizons, pushing boundaries, and redefining the very essence of what hospitality means in the 21st century and with 30 upcoming properties by the end of this financial year we definitely are positive of our mission of 133 hotels by 2033. ■

comes with unique requirements, and we take pride in our flexibility to cater to these diverse needs. Under the leadership of our Corporate Chef Shailendra Singh, who has introduced signature recipes from various Pride Hotels, we strive to offer an exceptional dining experience to our guests.

Our culinary offerings span a wide spectrum, from vegetarian and non-vegetarian to Asian, Jain, Western, and regional cuisines. We take pleasure in surprising and delighting our guests with special dishes like Mushroom Ki Kheer and Nalli Nihari from Indian cuisine and delectable Western creations like Walnut Hummus. Our commitment to culinary excellence is at the heart of the exceptional

it also comes with potential pitfalls. In a franchise model, maintaining consistent brand standards across various properties can be challenging, as each franchisee may have differing levels of expertise, commitment, and resources. This variability in quality can ultimately impact the overall reputation of the brand.

Additionally, ensuring uniformity in service and guest experience becomes more complex in a franchisee-driven model. Franchisees may have their own ideas and approaches, which can lead to deviations from the brand's core values and standards.

By opting for management contracts, Pride Hotels can maintain a higher degree of control over its properties, ensuring that each one consistently upholds the brand's reputation for excellence in hospitality. This approach allows us to focus on delivering a consistently exceptional experience to our guests while strategically expanding our presence in key locations."

level of professionalism to the properties we manage, ensuring that they meet the evolving demands of modern travelers while maintaining the distinctive Pride Hotels experience.

Q What thought goes into finalising/ designing the interiors and interactive spaces?

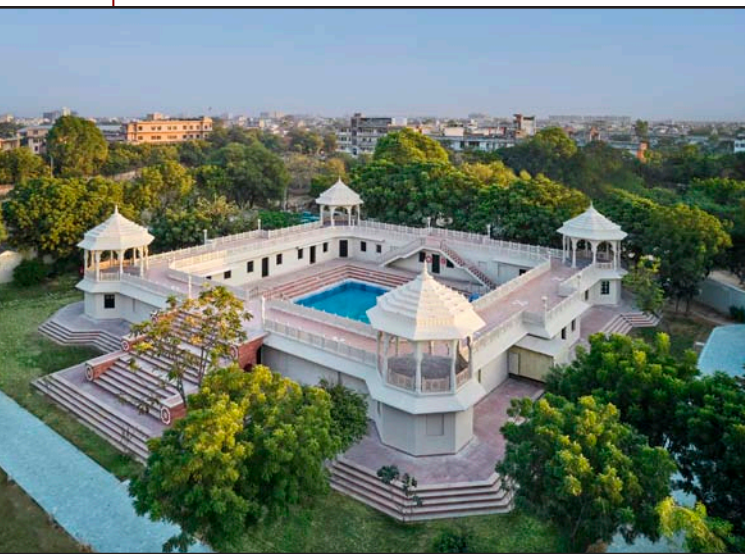
The process of finalising and designing the interiors and interactive spaces at Pride Hotels is a meticulous and thoughtful endeavor. We place great importance on creating an ambiance and aesthetics that enhance the overall guest experience, while also considering the practical aspects of market demand, sustainability, and profitability. Our approach ensures that hotel owners don't overinvest in interiors prematurely but find a viable midpoint that balances essential design elements with economic sustainability. We consider local architecture, culture, and colors to inspire our design elements, ensuring that our hotels seamlessly blend with their surroundings while retaining their unique identity.

Interactive spaces, such as lobbies, dining areas, and lounges, are carefully curated to provide a welcoming and engaging environment. We strive to offer guests spaces where they can relax, socialize, or work, depending on their preferences. Comfortable seating, contemporary decor, and state-of-the-art technology are integrated into these spaces to cater to the diverse needs of our guests.

Our focus is on creating an ambiance that reflects the core values of Pride Hotels – authenticity, luxury, and Indian hospitality. Each element, from the choice of furniture to the lighting design, is chosen with great attention to detail. It's our way of ensuring that every guest feels a sense of belonging and comfort from the moment they step into our properties.

Ultimately, the thought that goes into finalising and designing the interiors and interactive spaces is driven by our commitment to delivering an exceptional and immersive guest experience, where every aspect of the environment aligns with the Pride Hotels' ethos of 'Truly Indian,' 'Traditionally Luxurious,' and 'Purely Pride.'

Q Any successful brand is made by the people behind it. Tell us about the people at Pride. How many employees work at Pride? How are they chosen to be a part of the brand?



dining experiences we provide across all Pride Hotels.

Q What is the business model followed for the brand's growth? Is it more of a management contract or a franchisee? What are the pitfalls in the franchisee route?

Pride Hotels is strategically focused on an asset-light model with a predominant emphasis on management contracts. Our growth strategy primarily revolves around management contracts rather than franchising. This business model allows us to maintain a high degree of control and consistency in our properties, ensuring that they align closely with our brand standards and values. By directly managing our hotels, we can meticulously oversee every aspect of the guest experience, from service quality to property maintenance.

While franchising can offer certain advantages, such as rapid expansion through capital infusion from independent owners,

We have a preference for owning and managing our hotels, rather than entering into franchises, as it allows us full control over the quality of food and services, which is integral to our commitment to excellence.

In line with the latest trends in tourism, we aim to establish a strong presence in sought-after destinations across India. Our focus is on locations that are part of popular tourism and pilgrimage circuits, particularly in tier 2 and tier 3 cities. These locations are experiencing a surge in tourist activity and offer significant growth potential.

Our approach is innovative and involves acquiring ready-built, upscale, full-service hotels that cater to both business and leisure travelers. We specialize in rapidly revitalising and enhancing the performance of these properties. This aligns with the evolving dynamics of the tourism industry, where travelers seek unique and immersive experiences. Our proven track record in operating premium hotels across India enables us to bring a high

Q How do you choose locations, and what kind of properties do you look for before putting your brand on it?

Pride Hotels employs a strategic approach when selecting locations and properties to carry our brand.

Pride Hotels owes its success to the remarkable individuals who form the backbone of our brand. With a workforce of over 3000 employees across India, we've always been a trailblazing Indian brand. What sets us apart is the inclusive culture we foster, where employees have the choice to become a part of the Pride Hotel Group family. We also collaborate with institutes to provide hotel operation training to aspiring students, investing in their growth. Our commitment to nurturing talent and offering opportunities for advancement makes Pride Hotels a preferred choice for those seeking a fulfilling career in the hospitality industry.

Q When it comes to training, on what areas do you lay the most emphasis? Any mantras to keep your staff motivated?

When it comes to training, Pride Hotels places utmost emphasis on several key areas that align our core values to be guided by our tagline 'Truly Indian, Traditionally Luxurious, Purely Pride.' Our success as the foremost Indian brand hinges on our commitment to embodying these values in every aspect of our operations. To ensure that our staff truly lives by this tagline, we invest significantly in training programs that cover various facets of hospitality, including guest service excellence, culinary expertise, and efficient hotel operations. We collaborate with institutes to provide comprehensive training to aspiring students, fostering a culture of continuous learning and growth. To keep our staff motivated, we believe in our core mantra of nurturing talent and planning for their career advancement within the organisation. Our culture is designed to empower employees to reach their full potential. This commitment to individual growth and development makes Pride Hotel Group an employer of choice for those seeking a fulfilling career in the hospitality industry.

Q How do you create work-life balance opportunities for yourself and your people?

Our desire to be successful professionally may cause us to put aside our well-being. However, creating a harmonious work-life balance is essential to enhancing not only our physical, emotional, and mental well-being but also our careers. Flexibility, prioritising health, practicing self-compassion, keep space for family time are some of the opportunities we give to create a work-life balance.

Q How do you value your people? Are there any awards/rewards for them?

We highly value our people at Pride Hotels, and their dedication to the organisation's growth and their well-being is of utmost importance to us. We have established a comprehensive system that includes regular performance appraisals and promotions for eligible employees across various categories. Notably, some of our senior professionals have been promoted and re-designated to higher ranks as a testament to their contributions.

To foster the growth and development of our employees, we have implemented several programs such as the DREAM Programme for Management Trainees and the Pride Ascend Program for mid-management professionals. These initiatives provide structured training and career development opportunities, allowing our team members to become versatile and skilled professionals.

In addition to career progression, we believe in recognising and rewarding outstanding performance. Our employees can look forward to annual appraisals that acknowledge their dedication and contributions to the organisation. This commitment to nurturing talent and providing opportunities for growth and recognition underscores our commitment to our exceptional team at Pride Hotels.

Q Could you share some anecdotes on some celebrities who stayed at Pride? Any peculiar choices, demands, and how were they met?

Pride Hotels has had the privilege of hosting an array of notable guests, including celebrities from various walks of life. Our commitment to providing exceptional service has allowed us to cater to the needs and preferences of these distinguished individuals.

Among our VIP guests, we've had the honour of serving prominent political figures such as Shri Narendra Modi during his tenure as Chief Minister of Gujarat, Shri Raman Singh, former Chief Minister of Chattisgarh, Shri Nitin Gadkari, Ministry of Road Transport and Highway of India,

Shri Devusinh Chauhan, Member of Parliament, and Smt. Vasundhara Raje, Member of Rajasthan Assembly, when they visited Nagpur. Additionally, we have had the privilege of accommodating Shri Devendra Fadnavis, Deputy Chief Minister of Maharashtra. On the sporting front, we were entrusted with hosting the Indian cricket team during a World Cup match in Nagpur.

Our guest list extends to top industrialists, leading bankers, distinguished bureaucrats, and high-ranking defense officers, making Pride Hotels a preferred choice for discerning individuals. Our proficient chef, front office, and housekeeping teams are adept at delivering top-notch service, and our Master chef ensures that our guests'



culinary preferences are met with precision.

While our legacy is firmly rooted in India, our aspirations extend beyond borders, as we seek to establish a presence in various states across the country and expand our footprint internationally. This journey is a testament to Pride Hotels' commitment to delivering excellence and providing a memorable experience to all our esteemed guests, including renowned film stars and celebrities.

Q Where do you see Pride as a brand in 2030? Further plans for international presence.

Our vision stretches beyond the conventional, and we're setting our sights on a truly unique goal - 133 hotels by 2033! We're not just thinking about 2030; we're envisioning a future where Pride Hotels will be even more prominent and widespread, offering exceptional hospitality experiences across the country as of now. ■

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Bakery trends 2024: Embracing the sweet future

By **Lincoln Bennet Rodrigues**,
Chairman and Founder, The Bennet & Bernard Company



From healthier delights to artisanal craftsmanship and personalized experiences, the baking industry is embracing a whirlwind of innovation to tantalize the taste buds of today's discerning consumers. Join us as we envisage the top bakery trends of 2024, igniting a new-found appreciation for the delectable world of baked goods.

HEALTH-CONSCIOUS OFFERINGS

Bakeries are adapting to the rise in health consciousness, offering nutritious alternatives that satisfy both sweet cravings and nourishment needs. Wholesome ingredients like whole-grain, paleo-friendly options, and alternative flours such as almond and coconut cater to various dietary preferences, including vegan, gluten-free, and nut-free alternatives. The result is a delightful fusion of taste and nutrition in every delectable creation.

ARTISANAL AND HANDCRAFTED DELIGHTS

In the era of mass production, artisanal and handcrafted baked goods have made a resounding comeback. Discerning customers are seeking more than just standard confections; they yearn for products that carry a sense of tradition and dedication. Bakeries are embracing this sentiment by showcasing the artistry behind their creations. Using time-honoured techniques and traditional recipes passed down through generations, bakers infuse passion and expertise into every masterpiece. Each loaf of bread and every pastry carries a unique story, enticing customers with its distinct flavours and textures.



MINIATURE AND INDIVIDUAL-SIZED TREATS

The allure of miniature and individual-sized treats has captured the hearts of bakery enthusiasts everywhere. These bite-sized delights not only offer a guilt-free indulgence but also present an opportunity to savour a variety of flavours in a single visit. Bakeries are embracing this trend by introducing elegant assortments of petit fours, macarons, and mini-cupcakes. These charming creations are perfect for social gatherings, afternoon tea parties, or as an after-meal indulgence. The joy of exploring various flavours without committing to a single choice is an experience that delights both young and old.

CREATIVE FLAVOR COMBINATIONS

Innovation knows no bounds in the world of baking, and flavour experimentation is no exception. Bakeries are pushing the boundaries by pairing unexpected flavours to create unique and captivating taste experiences. From savoury-sweet pastries to adventurous combinations of fruits and herbs, these creative fusions tantalize taste buds and leave a lasting impression. Embracing the spirit of culinary exploration, customers embark on flavour-filled journeys, constantly seeking the next surprise to enthrall their palates.

INNOVATIVE TECHNIQUES

In a world where visual appeal is a significant aspect of food presentation, bakeries are incorporating innovative pastry techniques to create stunning visual masterpieces. One such technique is the mesmerizing mirror glaze, which imparts a glossy and vibrant finish to cakes and pastries. The art of intricate piping is another trend that elevates baked goods into works of art, transforming simple desserts into elaborate creations. Edible flowers and gold leaf accents add a touch of natural elegance and luxury, making these baked goods not only delightful to eat but also visually enchanting.

PASTRY

INTERACTIVE AND CUSTOMIZABLE EXPERIENCES

To provide customers with an immersive and personalized journey, bakeries are introducing interactive stations that allow patrons to customize their treats. The cookie station offers an array of mix-ins, ranging from classic chocolate chips to creative additions like dried fruits and nuts. At the build-your-own cupcake counter, customers can select their favourite cake base, frostings, and toppings to create a cupcake tailored to their preferences. These customizable experiences foster a sense of creativity and ownership, making each visit to the bakery a unique adventure.

CONCLUSION

2024's bakery trends all set to showcase industry's dynamism, blending modern desires with timeless artistry. The fusion of health-consciousness and creative flavours is all set to revolutionize baking, and as these trends persist, they will foster stronger connections between bakers and customers. Brace yourself for even more delightful and unforgettable moments in the sweet world of bakeries, as the magic of baking continues to unfold.

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

After spending fifteen years in the maritime industry, Lincoln Bennet Rodrigues ventured into real estate alongside his brother to establish Bennet & Bernard Custom Homes. Their leap bore fruit swiftly as they set a new benchmark for opulent holiday residences in Goa. Progressing further, the duo entered the hospitality realm, introducing upscale eateries and cafes that became synonymous with culinary excellence—Thirsty Bear, Black Vanilla, and Barrels & Bones. Their commitment to exceptional products resonates through their Artisan Deli range of cold cuts and the premium yogurt under the Locke & Mason label, encapsulating the core essence of the Bennet & Bernard brand.

Revolutionary Approaches to Branding and Marketing in the Global Hotel Management Industry

By Frank Gueuning



The global hotel management industry is undergoing an unprecedented transformation, driven by technological advancements, shifting consumer behaviors, and intensified competition. In this dynamic landscape, traditional approaches to branding and marketing are no longer sufficient to capture the attention and loyalty of today's discerning travelers. To thrive and lead in this evolving environment, hoteliers must adopt revolutionary approaches that resonate deeply with the changing needs and expectations of their target audience. This article explores these innovative strategies supported by facts, data, global analysis figures, and concrete examples.

PERSONALIZATION: THE POWER OF TAILORED EXPERIENCES

In an era characterized by hyper-connectivity and information overload, consumers are increasingly seeking personalized experiences. Hoteliers can harness the power of data analytics and technology to gain profound insights into individual preferences. By doing so, they can create experiences that transcend customization, offering tailored recommendations, amenities, and services that anticipate guest needs, preferences, and even moods. The result is a deeper emotional connection with guests, leading to heightened loyalty and advocacy. Data and statistics illustrating the impact of personalization on guest satisfaction and loyalty will be provided.

STORYTELLING: THE ART OF AUTHENTICITY

In a world saturated with advertisements and promotional content, authenticity has become the linchpin for capturing consumers' attention. Hotels must embrace storytelling as a potent tool for brand differentiation. By conveying their unique history, values, and purpose, hotels can forge emotional connections with guests that set them apart. Whether through captivating visuals, engaging social media campaigns, or immersive experiences, storytelling empowers hotels to construct a compelling brand narrative that resonates with the aspirations and desires of their target audience.

SUSTAINABILITY: THE IMPERATIVE FOR RESPONSIBLE HOSPITALITY

As sustainability increasingly shapes consumer choices, hotels must adopt environmentally and socially responsible practices to maintain relevance. Implementing eco-friendly initiatives like energy conservation, waste reduction, and sourcing locally not only minimizes environmental impact but also enhances brand image. Effective communication of these efforts through marketing channels can attract eco-conscious travelers who prioritize sustainability.

A. Marriott International: Carbon Reduction and Sustainable Sourcing:

Marriott aims to cut its carbon footprint by 30% per room by 2025 and source guestroom textiles sustainably. Their efforts have led to a positive brand image and reduced operational costs.

B. Six Senses Hotels Resorts Spas: Carbon-Neutral Operations

Six Senses has achieved carbon-neutral operations through renewable energy and waste reduction. This commitment enhances their reputation and attracts eco-conscious guests willing to pay for

sustainable luxury.

C. Hilton Hotels & Resorts: Sustainable Sourcing and Waste Reduction

Hilton is reducing carbon emissions by 61% and minimizing waste by 2030. They also prioritize local and sustainable food sourcing, leading to positive brand perception and cost savings.

INFLUENCER MARKETING: LEVERAGING THE POWER OF SOCIAL MEDIA

The advent of social media has revolutionized communication and consumer decision-making. Hoteliers must tap into influencer marketing to harness the vast reach and influence of social media platforms. Collaborating with relevant influencers and content creators can help hotels showcase their unique offerings, build brand awareness, and generate authentic user-generated content. The selection of influencers who align with the hotel's values and target audience is crucial to ensure credibility and authenticity. Key statistics show a \$5.20 average return on every \$1 invested in influencer marketing and 11 times higher ROI compared to traditional digital marketing. A case study featuring Marriott Hotels' partnership with TravelBabbo underscores the effectiveness of influencer collaborations in boosting brand awareness and bookings.

TECHNOLOGY: ENHANCING THE GUEST EXPERIENCE

Embracing technology is more than just adopting tools; it's a mindset that allows hotels to seize opportunities for greater effectiveness and efficiency. Amid the ever-evolving digital landscape, hoteliers should identify the most promising aspects of digital disruption to enhance the guest experience. Solutions like AI and robotics are part of the equation, but the key is to harness external factors and capitalize on them in the work environment. This digital transformation approach positions hotels as forward-thinking and customer-centric, creating a seamless and memorable stay through innovative technologies like mobile apps, virtual reality, and smart room features. The presentation will also showcase guest preferences for technology-enabled services and their impact on guest satisfaction.

In conclusion, the global hotel management industry is undergoing a profound shift in branding and marketing approaches. Hoteliers must adapt to changing consumer preferences and expectations by adopting revolutionary strategies. Personalization, storytelling, sustainability, influencer marketing, and technology are pivotal elements that can differentiate hotels, forge emotional connections, and enhance the guest experience. By staying at the forefront of these innovative approaches, hoteliers can thrive and lead in the fiercely competitive global hospitality landscape. ■

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

The author is Program Director, & Senior Lecturer at Les Roches Crans-Montana Global Hospitality. He is MBA in Global Hospitality Management, Postgraduate Diploma in International Hospitality Management, Executive Education

Ways to select Butlers' School



By Prem Anand

Choosing the right butler school holds immense significance. Thorough research and comparison among different programs are essential to find the most suitable one. Experience is pivotal for success in this profession. However, some schools are led by recent graduates lacking practical experience. Can instructors without hands-on expertise effectively mentor students? Therefore, the choice of school significantly impacts one's learning and growth in this field.

Here are some tips for finding a reputable and affordable butler school

Do your research: Read reviews of different butler schools and talk to people who have previously attended butler schools.

Compare programs: Compare different butler schools' curricula, costs, and locations.

Look for financial assistance: Some butler schools offer scholarships and financial aid to students.

Visit school: Visit the butler school in person before enrolling. This will allow you to meet the instructors and see the facilities.

Planning: You can find a butler school that is right for you and your budget with careful planning and research.

One of the other advantages is networking; butler schools might have a network of employers.

One has to keep in mind that butler schools appear glossy on the internet like any other field.

Find a school that meets your requirements

Choose a school with your requirements in mind, not for what you think the butler schools are or what it can get you.

The only thing that you have control over is you. Not the external factors, it is you who is going to make it happen.

The international butler schools will suit people with a strong network of employers who can pay big bucks once the pupils finish school. Also, if you want to network, it is a decent proposition. If you are from one of the countries where you need a sponsor to obtain a visa to migrate, the fact remains that the schools cannot help you with migrating. It is the employers who can.

If you are interested in a career as a butler, one of the best

things you can do is attend a butler school. Butler schools offer a comprehensive education that covers all aspects of being a butler, from etiquette and protocol to household management and security. Also, it is a good networking opportunity.

Do a thorough research on different aspects

Consider your budget. Butler schools can be expensive, so it is essential to factor in the cost of tuition when deciding.

Look for a school with a good reputation. Talk to other butlers and industry professionals to get their recommendations.

Read online reviews of different butler schools.

Compare the curriculum of different schools.

Make sure that the school you choose offers a comprehensive curriculum that covers all aspects of being a butler.

Look for a school with experienced instructors.

Ask questions about the instructors and their background.

When I attended my butler school, the instructors they mentioned and who were available for the course were completely different.

Butler schools should be taught by experienced butlers who can share their knowledge and expertise with students.

Consider the location of the school. If you can relocate, you may have more options when choosing a butler school.

However, if you need to stay in a particular location, factor that in when deciding.

Consider taking time off work and the expenses involved in the travelling etc.

Once you have considered all these factors, you can start narrowing down your choices and choosing the right butler school.

What to Expect from a Butler School?

Butler schools typically offer a variety of programs, ranging from short-term courses to full-time programs. The curriculum of a butler school full-time programme will typically cover the following topics:

Etiquette and protocol

Household management. Administration. Recruitment.

Communication skills

Housekeeping Skills

- Security
- Valeting skills
- Culinary skills- (Service, Prep, Shopping)
- Wine and beverage service
- Floral design
- Event planning
- First aid and CPR

Butler schools also typically offer hands-on training so students can practice their learning. This is important because butlers must be able to perform their duties confidently and efficiently.

After graduating from a butler school, you will be prepared to start a career as a butler.

You can find a job working for a wealthy family, a hotel, or a cruise line.

You can also start your own butler business.

The job market for butlers is competitive, but there is a demand for well-trained butlers.

You can build a successful butler career with hard work and dedication.

Here are a few tips for finding a job as a butler after graduating from butler school:

Network with other butlers and industry professionals. Attend industry events and get to know people in the business.

Create a strong resume and cover letter. Be sure to highlight your skills and experience.

Practice your interviewing skills.

Research common butler interview questions and practice your answers.

Be patient and persistent. It may take some time to find the right job.

Keep putting in your efforts consistently; you can find a rewarding and successful career soon by showing up as a top Butler.

What is the job market for Butlers? (BOX Item with different colours)

Butlers are people with life skills; hence, they will be welcome anywhere as they are emotionally intelligent and have the attitude to do their best.

The familiar places where they can readily find demand for them in the market are,

- Private households
- Hotels
- Cruise lines
- Yachts
- Corporate offices
- Embassies
- Consulates
- High-end luxury establishments
- Guest Services
- Concierge service companies.
- Public relations in Government or Private establishments
- Butlers Can also be excellent salespeople
- Executive assistants and Private Assistants (END of BOX)

The Global Demand for Quality Butlers

The demand for high-quality butlers exists worldwide, driven



Prem Anand, a renowned figure in hospitality, is acclaimed for his exceptional butler skills. His reputation comes from impeccable service, acute attention to detail, and deep understanding of hospitality. Spanning prestigious establishments with high-profile clients, Anand is celebrated for discretion, professionalism, and anticipating guest needs. He founded The London Butler Academy(R), empowering individuals and hospitality professionals to excel in their careers.

by an increasing desire for luxurious experiences and exceptional service. While the demand for butlers varies by region, some areas, such as the Middle East, Asia, and parts of Europe, have seen significant growth in the luxury hospitality sector. The need for skilled butlers is rising in these regions as more high-end hotels and private estates are established.

Private households, particularly among the affluent, also contribute to the demand for butlers. Families and individuals seeking personalised and professional services often require butlers to manage their residences and cater to their unique needs.

Tips for networking for butler school graduates

Attend industry events, this is a great way to meet other butlers and industry professionals.

Join online butler communities which will help to connect with other butlers from all over the world.

Reach out to Butler School alums, ask them for advice and mentorship.

Factors in Obtaining a Job as a Butler

Your education and training. Employers are more likely to hire butlers who have graduated from a reputed butler school.

Employers are more likely to hire butlers with experience working in

a private household or other setting where they have provided service to high-net-worth individuals.

Employers seek butlers with various skills and abilities, such as etiquette and protocol, household management, security, and valet skills.

Employers are looking for butlers who are professional, reliable, and discreet.

India, one of the fastest-growing economies, has also seen significant growth in its HNWI population. The Wealth Report indicated that India experienced a 21.6% increase in its HNWI population in 2021, reaching 284,140 individuals. The rise was fuelled by various factors, including the country's economic growth, robust performance in the stock market, and a burgeoning entrepreneurial ecosystem.

Since COVID-19, with the declining interest in hospitality, there has been an acute demand for people with value and integrity to serve this sector.

Hence, I have decided to launch my London Butler academy in India to support individuals with serving hearts to up skill and thrive from serving others. Please join my community, ButlercoachpremOn Linked In. ■



Neo-Skilling #1 | Future-Forward 2024

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

2023's last column, shared the basis of a transformational journey from classical to digital avatars. It applies as much in the capacity building domain by empowering people for change and leveraging technology. A USD 5 trillion economy, requires skilled bench strength to perform activities and jobs that do not exist in our current landscape. It mandates development of skilled talent through dynamic systems as this transition can be supplemented by modularizing skilling. The first step forward is to unite knowledge bodies for seamless sharing. However unique PESCTEL (Political, Economic, Social Cultural, Technological, Environmental, Legal) factors, first demand the creation of contemporary intellectual property. Industry relevant modules need to be developed as disruptive upgrades to existing methods. Neo-skilling is an incremental and impactful approach uniting all existing resources.



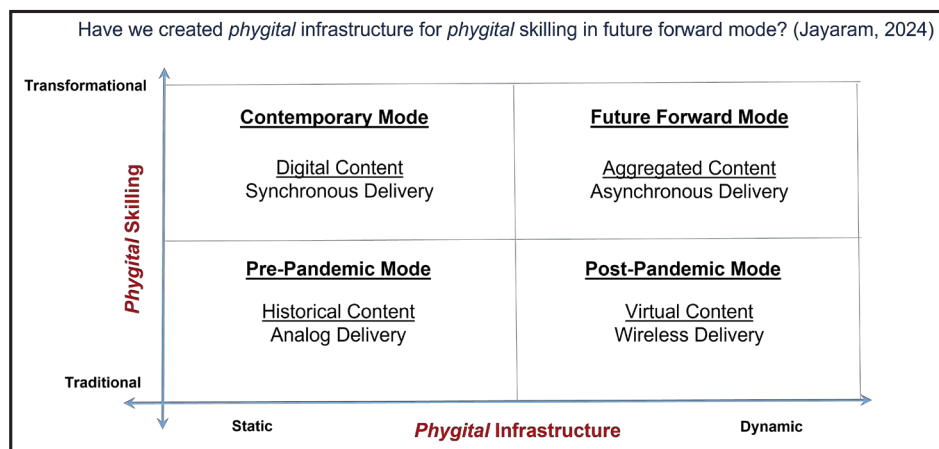
knowledge bases. Content developed through ongoing improvement is the traditional backbone of static brick and mortar formats. The relevance of this content in existential modes requires fresh evaluation for future viability. Proficiency in analog delivery systems also has limited validity in context. These were duly challenged, subjected to change under pressure and disparagingly accommodated disruption in 2020 AD.

2. Post-Pandemic Mode: Much static content was repurposed into electronic and virtual avatars in the wake of the pandemic. Existing formats were re-purposed for wireless delivery in virtual video call applications with limitations. This forced mode was a definite shift from a previously static context. Renewed content consumption required a basic change in knowledge delivery approaches. Evolution of micro-credential formats began getting explored as an alternative. The pressure to shift formats/templates was adequately sustained at this stage but plateaued.

3. Contemporary Mode: Most content formats today have achieved a contemporary look and feel for changed usage patterns. A substantial effort in authoring, para-phrasing, digitizing and sequencing for robust digital pedagogy is in motion. Digital formats have only started capturing contemporary knowledge as assets. Ongoing updation remains a new challenge as a looped resource commitment. Transformation is palpable as modular approaches are now utilised to achieve bucketed skilling outcomes. Synthesis will only remain a result of practice.

4. Future-Forward Mode: While above changes are remarkable - structure, synchronicity and linearity are an innocuous pattern in which skilling continues. Future forward modes require curative ability to re-structure frameworks, even as ubiquitous content gets fully aggregated. This will avoid duplication and rework, while enhancing lateral enrichment. Asynchronous delivery methods are duly factored in policy frameworks but not fully tested. The possibilities of open, flexible and discontinuous learning are truly immense as learners control the pace.

Expansion of static infrastructure, extension into digital domains will only enable access to deliver with agility. Incorporating phygital as a reality will qualify institutions to achieve scale and impact – better and faster. Investments on phygital infrastructure then become a priority as we prepare to enter future-forward mode. Pockets of excellence in traditional skilling, require integration with novel modes for the enhancement of neo-skilling options. If forced change has demonstrated resilience as discovered during the pandemic, imagine



planned change in proactive mode to create advantage! Two key critical success factors: quality of content, methods of delivery need incubation. Synergizing both nuances with high levels of user-flexibility can renew interest. Then application of knowledge in intense skilling bootcamps, employment/entrepreneurship rewards will only reinforce desired results.

High impact phygital skilling is only possible if phygital infrastructure has been prepared to implement this change. Phygital skilling delivers the knowledge, application and practice in distinct modules. Phygital infrastructure integrates physical spaces with personal technologies to enhance user accessibility. Technology represents only one element, building talent to operate systems is critical.

1. Pre-Pandemic Mode: A series of incremental changes in historical content only got strengthened as generations added to

Many institutions and skilling systems will need to make the transition to future-forward mode. Neo-skilling promises to be a forward thinking, relevant approach to build a large workforce. Considering declining interest in older traditional formats, investment in innovative modes will ensure sustainability. Knowledge delivery systems are rife with disruption, the optimal method has yet to evolve from user research. Personal technologies like mobile and wearable formats represent great stickiness as content resides in user domains. Structured delivery through learning management systems will remain pertinent for many providers. Increasing the hospitality workforce by 25% to contribute USD 1 trillion by 2047, needs a disruptive approach. Neo-skilling in a future-forward mode. ■

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

Bookmark Jogi Mahal, Ranthambore

Located at Ranthambore, Bookmark Jogi Mahal Resort is a newly constructed boutique luxury resort spread across a 3.74-acre area. The property boasts of 40 rooms that include 19 luxury Rooms with a heated plunge pool and 21 deluxe rooms without the plunge pool. The rooms are well equipped with plush furnishing and soft lighting. Each room has a private balcony, a sprawling bathroom with an indoor as well as an outdoor open-air shower area and all state-of-the-art amenities. There is also a twin-bedded disabled-friendly room at the Resort. The Resort has a multi-cuisine restaurant, which can seat 80 guests indoor and 40 in the open air. There is an impressive banquet hall spread over 4200 sq.ft. area, which can accommodate a total of 500 guests. The large swimming pool, next to traditional Rajasthani stepwell-style steps, is the perfect location for an afternoon of relaxation. Bookmark Jogi Mahal Resort also features a spa with three treatment rooms, a fitness center, a bar and an amphitheater.



Regenta Resort Sakleshpura

Royal Orchid and Regenta Hotels launched Regenta Resort Sakleshpura with a picturesque view of Malnad region, 3058 ft above the sea level. This luxury destination is known for its favourable weather, boasting pleasant average temperatures ranging between 20 degrees Celsius (68°F) and 26 degrees Celsius (79°F). Surrounded by scenic coffee and spice plantations, rich historical landmarks, and conveniently located just a four-hour drive from Bengaluru and two hours from Mysore, the resort stands as a jewel in the Western Ghats.

Sakleshpura has swiftly become a favourite tourist destination and a bustling hub for business offsites. Its proximity to Bengaluru and Mysore makes it an easily accessible retreat for weekend getaways, extended holidays, and corporate events. Regenta Resort Sakleshpura boasts 41 eclectic laterite, wooden, and green cottages, offering panoramic views of blue skies and verdant plantations, promising guests a unique holiday experience immersed in the fragrances of coffee and spices. Amenities include children's water theme park, discotheque, computerized musical fountain, tranquil swimming pool, sprawling gardens, in-house gym and spa



Sheraton Colombo Hotel, Srilanka

Located in the central hub of Colombo's business and shopping district and approximately 45-minute drive from the Bandaranaike International Colombo Airport. At Sheraton Colombo, the focal point of the guest experience is the two-tiered lobby. Sheraton Colombo Hotel offers a collection of 320 meticulously designed rooms and suites ranging from 36 to 88 square meters. Each room is embellished with 49-inch flat-screen TV, complimentary high-speed internet, stylish marble bathrooms, and the signature bed to ensure a restful night's sleep. Guests can enhance their stay by opting for a Club Room or an opulent suite, both offering access to the exclusive Sheraton Club Lounge. Restaurant The Colombo Kitchen offers international and local delicacies through its live cooking stations and open kitchen. The upcoming rooftop restaurant will serve as both an outdoor bar and an indoor fine dining area, providing breathtaking views of the Colombo skyline. The Pool Bar offers tropical and sparkling cocktails. The Ceylon Bake Shop offers a delightful array of freshly baked pastries and sandwiches, complemented by a selection of coffee and tea. The Colpetty Lounge provides innovative cocktails crafted by the hotel's mixologists. The Sheraton Club, situated on the 19th floor, offers an exclusive environment for Marriott Bonvoy Elite members and Club-level guests.



Park Inn by Radisson, Ayodhya

Radisson Hotel Group has introduced its latest addition to the vibrant cityscape of Ayodhya – Park Inn by Radisson Ayodhya. Situated strategically at the heart of Ayodhya, this hotel seamlessly merges contemporary aesthetics with state-of-the-art amenities. Conveniently reachable by car or taxi from Maharishi Valmiki International Airport and Ayodhya Cantt Railway Station, Park Inn by Radisson Ayodhya boasts ample parking facilities for guests arriving by their vehicles. The hotel's location offers easy access to renowned landmarks such as the Ram Janmabhoomi Temple, The Hanuman Garhi Temple, and Sita ki Rasoi. Park Inn by Radisson Ayodhya boasts thoughtfully designed rooms and suites dedicated to guest comfort and relaxation. Adorned with stone accents, expansive windows, and inviting interiors harmonizing modern and traditional elements, each room ensures a delightful stay. The hotel offers amenities like a swimming pool and a fully equipped gym. Moreover, the hotel presents versatile event spaces, encompassing a generous banquet hall and contemporary, well-furnished areas ideal for a spectrum of gatherings, from meetings to weddings and various other events.



Hafele's J34MCST Combi Microwave Steam Oven

Combining the power of steam with convection oven, microwave and grill, Häfele launched combi microwave steam oven, the J34MCST, opens up the doors to cooking a variety of delicacies that are flavourful and healthy. This combi oven allows you to cook faster than the traditional cooking methods, uses less oil and preserves the nutrients and moisture in the food. The various combi modes along with preprogrammed menus allow you to cook anything from vegetables, meats, poultry and seafood to rice, pasta and pastries, conveniently and quickly. With its versatility, efficiency and ability to help you create tasty, nutritious meals for your family, this built-in combi microwave steam oven is a great investment for any home, particularly those with limited kitchen space.



HORO built-in kitchen

Japanese-based Takara Standard akara Standard eyes on the vibrant Indian market with its proprietary enameled built-in kitchen, the best-seller in Japan for the last 50 years and is committed to making kitchens a totally comfortable zone with their easy-to-clean, durable, and sophisticated but user-friendly design built-in kitchen products.

Chandon India's 'Under the Stars' limited-edition pack

Chandon India's limited-edition pack features the award winning Chandon Sparkling wine in a classic flute gift set with a celestial design. The new "Under The Stars" pack is designed for patrons to enjoy both hosting and gifting. This pack embodies the essence of Chandon India's dedication to being the sparkling wine of choice for a wide range of occasions, whether formal gatherings or spontaneous, informal get-togethers.



Salud Fiesta Agave Soda

Salud Fiesta is India's pioneering Agave Soda in a bottle, boasts an impressive 8% alcohol content, offering an unparalleled blend of fun and flavour. Each 275 ml bottle ensures an unforgettable celebration that continues all night. Salud Fiesta is not your typical Tequila; it's a refreshing twist. Combining agave's crispness with grenadine's sweetness, complemented by zesty orange and tangy lemon, it's designed to leave you craving more.

SAYAJI HOTELS



Mahesh Khade, Deputy HR Manager, Sayaji Pune

Mahesh Khade has joined Sayaji Pune as Deputy HR Manager recently. He has around 10 years experience in the areas of strategic management, HRD, personnel management and administration. He most recently served at Arete Group of Companies, Vapi, where he oversaw the HR function, specifically managing the Hospitality Division comprising

ITC Fortune Vapi, Galaxy Unity Kevadia Vadodara.

Prior to his tenure at Arete Group, Khade held pivotal HR positions at ITC Fortune Park Galaxy Vapi, The Gold Beach Resort Daman, The Central Park Hotel Pune, Marriot Suite Pune, Oakwood Residence Naylor Road Pune, and Panchshil Infrastructure Holdings Pvt Ltd.

MARRIOTT HOTELS



Anuradha Venkatachalam, Pre-opening Hotel Captain, Marriot International

Anuradha Venkatachalam assumed the role of Pre-opening Hotel Captain at Moxy Bengaluru Airport Prestige Tech Cloud under Marriott International. This marks the impending debut of the first Moxy Hotel in India. With global experience in hospitality across the Middle East and South East Asia, Venkatachalam embarks on this

new venture from her hometown in Bengaluru, India, in partnership with Marriott International. Prior to this, she was Director of Operations at the Holiday Inn Singapore Orchard City Centre. Commencing her hospitality journey with IHG in 2010 at Crowne Plaza Bahrain, Anuradha's career traversed through Kuwait and Oman. At IHG properties, she held the position of Cluster Director of Marketing Communications and PR at JW Marriott Kuwait. Returning to IHG in Singapore, she assumed pivotal leadership roles in Commercial and Operations.

Manish Kumar Yadav, F&B Manager, Jaisalmer Marriott Resort & Spa



The Jaisalmer Marriott Resort & Spa has appointed Manish Kumar Yadav as their new Food & Beverage Manager. With an impressive career spanning 14 years, Manish brings a wealth of experience and a fervent passion to his new role. His culinary philosophy celebrates the vibrant local heritage while

seamlessly intertwining it with modern dining experiences. He aims to spotlight indigenous ingredients, elevate themed events, and further cement the resort's standing as a culinary haven. Boasting over a decade in the hospitality realm, Manish has honed his skills across various Marriott brands in picturesque locations such as Goa, Agra, and Indore. His dedication to teamwork fosters a positive, collaborative atmosphere where everyone thrives.

WGH AND LYFE HOTELS



Dhiman Mazumdar, COO, WGH and Lyfe hotels

The World Hotels and Resorts appointed Dhiman Mazumdar as their new COO (Chief Operating Officer) in Bhubaneswar. He will be responsible for the operations for two brands – WGH and Lyfe Hotels. Mazumdar has a wealth of experience and expertise in the field of hospitality and has successfully commissioned and managed several hotels throughout India.

Prior to joining The World Hotels and Resorts, Mazumdar was associated with The Mayfair Group of Hotels as Vice President, Sales. In his new role, Mazumdar will be overseeing the growth of the hospitality wing. With over 15 years of experience in hospitality leadership, he is known for delivering exceptional guest satisfaction and profitability. Previously, he has been associated with reputed hospitality brands like HHI Group of Hotels, Royal Orchid Hotels, The Mayfair Lagoon, MAYFAIR Hotels & Resorts, and The New Marion Hotels.

MINOR HOTELS



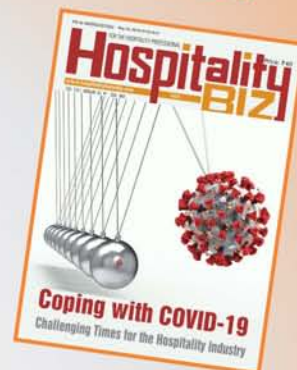
Stuart De San Nicolas, Cluster General Manager, 3 Minor Hotels at Maldives

Stuart De San Nicolas has been appointed as the new Cluster General Manager for Anantara Kihavah Maldives Villas, Avani+ Fares Resort and NH Collection Maldives Havodda recently. With over 30 years of hands-on industry experience, gained at various jobsites like Europe, South America, the Caribbean, Africa,

Asia, and the Pacific, Nicolas is all set for this new role. A native of Spain, Stuart joined Minor Hotels from Conrad Bora Bora Nui, where he helped to elevate the resort's luxury offerings through his position as General Manager. Having begun his hospitality journey in 1993 at the Hyatt Regency group in France, Stuart went on to take various roles in the front office and food and beverage departments of hotels around the world.

FOR THE HOSPITALITY PROFESSIONAL

Hospitality BIZ



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