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HOPE 2024 Sparks Renewed Optimism in Indian Hospitality Sector





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Chander K Baljee, Chairman and MD, Royal Orchid Hotels
Clarence Tan, Senior VP Development – Asia Pacific, Hilton
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Mark Hoplamazian, President and CEO, Hyatt Hotels Corporation
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Penny Trinh, Senior Director - Mixed Use Development, APEC, Marriott International
Sanjay Sethi, Managing Director and CEO, Chalet Hotels
Santosh Kumar, Country Manager - India, Sri Lanka, Maldives and Indonesia, Booking.com
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Vidli Restaurant announces strategic restructuring and diversification through Eco Hotels Group share swap

HBI Staff | Mumbai

Vidli Restaurant Ltd announced a significant development in its strategic portfolio as it undergoes a transformative restructuring and diversification initiative. As part of this strategic move, Vidli Restaurant Ltd has engaged in a share swap with Eco Hotels and Resorts Ltd against its subsidiary Vitizen Hotels Ltd. Eco Hotels and Resorts Ltd is promoted by Eco Hotels UK PLC, a group company of Red Ribbon Asset Management UK plc. Easy Trip Planners Ltd (Easemytrip.com) has also taken a strategic stake in Eco Hotels and Resorts Ltd.

Dr. Vikram Kamat, the Founder and CMD of The Vitskamats Group, will be assuming a pivotal role on the board of Eco Hotels and Resorts Ltd shortly. Dr. Kamat brings with him a wealth of experience and expertise, and he is enthusiastic about contributing to the growth of Eco Hotels and Resorts Ltd

and the success of VITS. He along with the team of Eco Hotels Ltd will work to make Eco Hotels and Resorts Ltd one of the largest mid-market hotel chains in India.

The collaboration with Eco Hotels marks a significant step forward for Vidli Restaurant Ltd, leveraging the strengths and opportunities within the hospitality sector.

Dr. Kamat expressed his confidence in the potential of this strategic alliance, emphasizing the collective efforts to drive growth and innovation in the industry.

The Eco and VITS brand will continue to grow, providing full service to hotel space.

Other than the present operating hotel leases, the company will also look at



Dr. Vikram Kamat

greenfield projects and land leases and build hotels ground up using an innovative EBOT model.

Dr Vikram Kamat said " This is a milestone for the mid-market industry. We have always been innovators and pioneers with our food business, hotel innovations, and unique sales setups. With this, we will grow manifold in not just managed hotels

but leasing and greenfield projects as well."

Mr VK Tripathi, Executive Chairman of Eco Hotels and Resorts Ltd said, "We are proud to have Dr Vikram Kamat on the board of Eco Hotels and Resorts Ltd, to provide the years of experience, to make sure we grow Eco Hotels to one of the largest listed mid-market hotels companies. ■

Chalet Hotels expands portfolio with acquisition of Courtyard by Marriott Aravali Resort

HBI Staff | Mumbai

Chalet Hotels, a part of the K Raheja Corp group, has finalized the acquisition of Courtyard by Marriott Aravali Resort for INR 315 crore. This 158-room property, sprawled across eight acres, has been on the market for approximately a year, as per a notification filed with the exchange by the hotel company.

Previously owned by the family of RC Juneja, co-founder and chairman of Mankind Pharma, through Ayushi and Poonam Estates LLP, the resort commenced operations in July 2022, boasting



average daily rates exceeding INR 15,000 per night.

Marking the Mankind family's inaugural foray into hospitality, the group also operates a 141-room hotel in Rishikesh, managed by Marriott-owned The Westin Resort & Spa Himalayas.

Sanjay Sethi, Managing Director and Chief Executive of Chalet Hotels, revealed in a recent interview that their plan to expand their offerings by about 800 rooms, backed by a INR 2,000 crore investment earmarked as current capital work-in-progress. The company aims to augment its portfolio to approximately 5,000 rooms within the next three to four years.

For the first nine months of the current fiscal year (April-December), the company recorded a net profit of INR 195 crore, marking a 33% year-on-year increase.

Renowned for its collaborations with operators like Accor, Marriott, Hyatt, and Taj, Chalet Hotels manages a range of properties including JW Marriott Mumbai Sahar, Four Points by Sheraton Navi Mumbai, The Westin Hyderabad Mindspace, and Bengaluru Marriott Hotel Whitefield, among others.

Commenting on the trend of listed hotel companies seeking acquisitions, Vikramjit Singh, founder and chairman, and managing director of Alivaa Hotels, observed, "As the listed hotel companies are getting re-rated and the stock markets are valuing these companies more favorably, the multiples are also being positively revised. I see that a lot of cash-rich listed hospitality companies are going in for such acquisitions because they can enjoy the arbitrage between the acquisition price and the multiples they enjoy." ■

Hotelivate to launch its two new offices in Dubai and Bangkok

HBI Staff | Mumbai

Hotelivate announced the launch of two new offices in Dubai, United Arab Emirates and Bangkok, Thailand. These carefully selected locations will serve as pivotal hubs for Hotelivate's operations, allowing them to elevate the level of service they provide to their valued clients in the Middle East and Southeast Asia. The Dubai office, strategically situated in the downtown business district, is poised to meet the ever-evolving demands of the thriving market in the Middle East, including a few unexplored and exciting markets in regions of Oman, Saudi Arabia, Qatar, and even Africa – to name a few. This expansion perfectly aligns with Hotelivate's vision of tapping into the Middle East as a dynamic, commercial, and innovation center, elevating its service offerings and bolstering support to the clients in that region. Similarly, the Bangkok office, situated in bustling Lumpini, will be dedicated to providing clients with a comprehensive range of services, driving growth and fostering innovation.

While responding on this latest development, Manav Thadani, Founder-Chairman, Hotelivate, said, "Our expansion into the Middle East with an office in Dubai as well as into Southeast Asia with a Bangkok office is a strategic move for Hotelivate. We have during the past six years been doing work in UAE, Oman, and Africa and similarly in South East Asia in Indonesia, Singapore, Philippines, and Vietnam without having real boots on the ground. With this recent move, we are doubling down on our efforts in both regions. I am confident that Najmul in Dubai and Sanaya in Bangkok will ensure that our presence in these markets grows stronger."

Najmul Khan, Managing Director – Middle East, Hotelivate, said, "I am thrilled to launch our new office in the Middle East, based out of Dubai, and excited to be servicing the markets around this region that stands as a beacon of innovation, diversity, and economic growth. I look forward to contributing to and thriving within this dynamic community as I work towards expanding Hotelivate's reach in this market."



Elaborating her role, Sanaya Jijina, Managing Director – Thailand, Hotelivate, said, "We are pleased to embark on this new chapter of growth. We had an existing client base in this region and this office here will allow us to serve our clients better by being nearer to them and meeting their needs with

enhanced efficiency and expertise."

"The launch of these offices marks a milestone in Hotelivate's history, as two international offices being opened in the same year, demonstrating our ongoing commitment to global expansion and excellence in service," she added. ■

Adani to invest INR 1,500 cr in two hotels at SVPI Airport, ventures into hospitality

HBI Staff | Mumbai

Adani Group, the operator of Sardar Vallabhbhai Patel International Airport (SVPI) in Ahmedabad, is poised to expand its portfolio into the hospitality sector with a significant investment. The conglomerate plans to construct two premium hotels on the airport campus, earmarking an estimated INR 1,500 Crore for the venture.

The forthcoming hotels will be strategically positioned near the international terminal of SVPI Airport, aligning with the airport's broader development blueprint. Each hotel is slated to offer 300 luxury guest rooms, along with top-tier amenities typical of five-star accommodations. The timeline for completion aims for both hotels to

be operational within a five-year span.

Beyond the hospitality aspect, the project encompasses a broader vision for the airport's campus. In addition to the hotels, plans include the development of retail spaces, commercial establishments, and entertainment zones, enhancing the overall appeal and functionality of SVPI Airport as a travel hub.

While overseeing the development, the Adani Group has opted not to directly manage the premium hotels. Instead, they intend to delegate management responsibilities to a hospitality partner, leveraging their expertise in the field. This strategic move allows the Adani Group to focus on its core competencies while ensuring the success and efficiency of the hospitality ventures. ■

It was the best of times, it was the worst of times . . .

By **Nathan Andrews**, Author & Hospitality Consultant

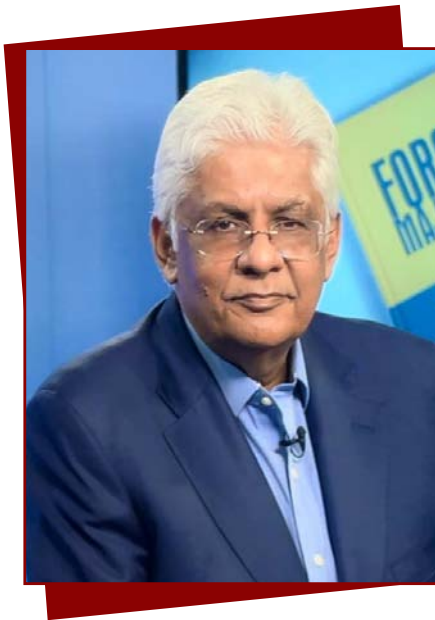
These are good times for the hospitality industry? Right? I am sure, that if you are a part of any WhatsApp group, you would be on the receiving end of a never-ending stream of positive industry developments. Occupancy, rates, profitability, etc. are all at an all-time high, even allowing for much media hype. Which then begs the question as to why so many hospitality assets are at the same time in distress?

Behind the façade of success, lies, in many cases, a very different reality of unserviceable debt, punitive recovery action and the loss of the asset through asset reconstruction forums like the NCLT. How can both of these scenarios be true? The short answer is debt.

Admittedly every case has its own peculiarities and trigger points but at an underlying level the fundamental issue lies in the ability or inability to service the existing debt, and in this predicament, hospitality asset owners are not alone. The corporate landscape is littered with ghosts from the past, all of whom bit off more debt than they could chew. Robert Quillen, the American journalist, insightfully said, “Good times are when people make debts to pay in bad times”; repeated economic cycles have proved him correct.

Often, even at a personal level, we think of debt as a recourse to funding during difficult times. But if we look at the reality, the opposite is actually much truer. When we are in trouble, associates and institutions are much more likely to give us a wide berth than extend us a loan. However, when the going is good, the more the folks who come along to make a buck for themselves while ostensibly helping you to grow your wealth.

Think of it this way: You need a thousand rupees, who will you ask? Probably only a very close friend or family member, as the lender is likely to look askance at such a request. Make that ten lakhs and any number of loan offers are available. Raise that to crores and the lenders will probably



chase you to accept their loan offer. The same is true at the corporate level. Make the ask big enough and even the Chairman of the Bank will come to you, and this when the going is good, or philosophically when the sun is shining. The problem is that the sun does not shine forever, and once the rain starts, the same financial institution who so kindly offered an umbrella when the sun was shining, asks for it back when the rain starts, leaving the borrower proverbially out in the rain.

So where does the fault lie? Are the lenders wrong in asking for repayment? Absolutely not! That is their business and the terms of corporate lending are usually quite clear and precise. Do they sometimes get skittish? Undoubtedly so, and usually at the most inopportune moment from the borrower's perspective. But that is the nature of the beast, and if the fine print was read, to begin with, the relevant clauses would no doubt be already articulated.

The real issue is I would posit, to continue the analogy of the shining sun, is that neither party borrower or lender in many cases really planned for the rain. There is an underlying assumption that

the good times will not only continue to roll but that the most optimistic projections will materialize. Particular to the hospitality industry, many of the distressed assets reflect loans that were in reality, even with the best of times, simply quite unserviceable. One has to wonder what Excel sheet was presented by the borrower and accepted by the lender that justified the quantum of debt and debt servicing ratios. Even without the worst of times, without unforeseen disruptors like COVID, managing the debt taken seems nigh impossible, with years like 2020 and 2021, implosion becomes a certainty.

Which begs a further question: Are these failures genuine mistakes of poor planning or failures by design? King David, the second king of Israel, wrote three thousand years ago, “the wicked borrow and do not repay”. Nothing much has changed in the past three millennia. A closer look at many of the distressed assets will evince a planned intent to misapply the funds, then default on the repayment, and finally negotiate a settlement where the lender takes a ‘hair-cut’ and everyone, except the lender's stakeholders, live happily ever after. Fortunately, or unfortunately, things did not work out as planned, leaving both the borrower and the lender in a pickle.

Which brings us to where we are today. Amid all the genuine good news and industry positivity, there is much stress behind the scenes. Let us not forget the words of Charles Dickens which still ring true: “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity..” A tale of two cities or two realities? .

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

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Hospitality BIZ

www.hospitalitybizindia.com

EDITOR-IN-CHIEF & CEO

Sheldon Santwan

EDITOR & BUSINESS HEAD

Sumit Jha

+91-9764062266

sumit.jha@saffronsynergies.in

EDITORIAL TEAM

Mumbai

EXECUTIVE EDITOR

Prasenjit Chakraborty

+91 9819263364

prasenjit.chakraborty@saffronsynergies.in

NEWS EDITOR

Disha Shah Ghosh

disha.shah@saffronsynergies.in

SR. CORRESPONDENT

Tejaswini Paranjape

tejaswini.paranjape@saffronsynergies.in

Hyderabad

SR. CORRESPONDENT

Asmita Mukherjee

asmita.mukherjee@saffronsynergies.in

CONTRIBUTORS

Anurag Yadav (Delhi)

Nivesh Bhagtani (Delhi)

Marcellus Baptista (Mumbai)

Bhisham Mansukhani (Mumbai)

Dominic CostaBir (Mumbai)

MARKETING TEAM

Mumbai

HEAD - SALES & MARKETING

Ajay Wadode: +91 8087127814

ajay.wadode@saffronsynergies.in

SR MANAGER - SALES

Jagdish Patil: +91 8007992422

jagdish.patil@saffronsynergies.in

COORDINATION, SUBSCRIPTION & DATABASE

Gauri Sawant: +91 8369080796

gauri.sawant@saffronsynergies.in

*Responsible for selection of news under the PRB Act



Saffron Synergies

MUMBAI

Sterling House, 5/7 Sorabji Santuk Lane,
Opp. Dr. Cawasji Hormasji Street, Dhobi Talao,
Marine Lines (E), Mumbai 400 002

Tel: 91-022-6101 1700 / 701 Fax: 91-022-6712 1854

Accessing Readiness

The first few months of 2024 have set the tone for significant strides towards progress, showcasing feisty determination of the hospitality stakeholders. Declaration of courageous projects by hotel chains, both domestic and international, highlights the emergence of future opportunity, and the business prospect that exists therein. In a run-up to 2030, by when India is expected to welcome 25 million foreign tourists (as per the projections of the Tourism Ministry), and India's changing demographic dividend, giving more disposable income in the hands of a larger workforce, the demand for rooms is consistently going to be north-bound.



Ayodhya is a case in point that has seen almost all hotel brands rush to be present in the emerging religious tourism hub with a potential to attract 50 million tourists per annum (as per a report of Jefferies, an equity research company). With such encouraging numbers, and more developing tourism hubs, plus growing business sentiments, India's story for sure is giving demand for hotel rooms in the organised sector a push, leading to the conversion of many standalone, self-managed hotels to the branded lots, and an opportunity for them to crossover to the organised lot.

The recently concluded HOPE24, organised by HVS Anarock in Goa, saw hospitality leaders discuss and deliberate on 2030 growth numbers talking about 'how ready are we'? Discussions on outlook for 2024 amidst industry bigwigs, brought back the focus on how to navigate future trends. The two days of the conference saw leaders put a spotlight on the endeavours that not only addressed the current needs but also paved the way for a sustainable and prosperous future. A detailed report on the event is showcased in our cover story.

With this issue, we start with a regular column by leading hospitality consultant Nathan Andrews. He talks about the important aspect of why many hospitality assets are showing signs of distress at a time when occupancies, rates, and profitability are at an all-time high. In addition to our regular content, this issue features industry experts sharing their viewpoints on relevant topics.

We look forward to your continued support and are eager to receive your feedback and suggestions.

Sumit Jha

Editor & Business Head

BRANCH OFFICES

NEW DELHI

C/o Economic Research
India Ltd
D-100, 1st Floor,
Okhla Industrial Area
Phase - 1, New Delhi -
110020
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CHENNAI

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Prince Center, 2nd Flr.,
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Tel.: 91-44-42655800
Fax: 91-44-28552497

GOA

402, Fourth Floor,
Central Towers, Near Sai
Mandir, Boca-da-Vaca
Road, Panjim - 403001
Cell: +91-9822100020

Harshad Bhonse
Head - Goa
+91-8999047490
harshadrhonse@gmail.com

HYDERABAD

Saffron Media 302 Dega
Towers, Rajbhavan Road,
Somajiguda,
Hyderabad: 500 082
Tel.: 040-66103103

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Food Trends to Watch Out For in 2024

By **Gaurav Anand**, Director Culinary,
Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park

As we embark on the culinary journey of 2024, the hospitality industry is buzzing with excitement over innovative trends and dishes that promise to captivate the taste buds of discerning food enthusiasts. From experimental flavour fusions to sustainable practices, chefs are at the forefront of redefining the gastronomic landscape. Let's delve into the delectable world of food trends that will shape the menus of hospitality establishments in 2024.

MILLETS AND PLANT-POWERED REVOLUTION

Riding the health wave, Govt. of India announced the year 2023 as the year of the Millets. This ancient grain's comeback shines on food apps, as chefs whip up innovative millet-based dishes like burgers, pizzas, and beyond. Delicious and nutritious, these tiny powerhouses are the future of healthy eating. The plant-based movement continues to gain momentum, not just as a trend but as a culinary philosophy. Food connoisseurs are elevating plant-based dishes beyond mere substitutes, crafting creative and hearty recipes that showcase the versatility of vegetables, legumes, and grains.

GLOBAL FUSION EXTRAVAGANZA

Global fusion food is exploding, driven by the insatiable appetite of food enthusiasts for new and exciting flavors. Diners are stepping outside their comfort zones, eager to try innovative delicacies that fuse ingredients and techniques from across the globe. This surge in demand has motivated chefs, who, thanks to the easy accessibility of exotic ingredients, are excited to experiment and create culinary masterpieces with unique blends of spices, textures, and aromas.

SUSTAINABLE SEAFOOD SENSATION

Sustainability is not just a buzzword; it's a commitment reflected in culinary practices. Chefs are embracing responsibly sourced seafood and creating dishes like 'Pan-Seared Barramundi with Lemon Herb Quinoa.' This recipe not only showcases the delicate flavours of barramundi but also emphasizes the importance of sustainable fishing practices and mindful consumption.

TECH-INFUSED CULINARY MAGIC

Technology is playing a pivotal role in the kitchen, enhancing both creativity and efficiency. Augmented reality (AR) and virtual reality (VR) are being used to design immersive dining experiences, while smart kitchen appliances are streamlining cooking processes. A recipe like 'AR-Enhanced Smoked Tomato Soup' not only offers a delightful taste but also engages diners in a unique and interactive presentation using AR technology.



DIY DINNING AND DESSERT INNOVATION

Desserts are evolving into artistic creations, combining unexpected flavours and textures. 'Matcha Pistachio Tiramisu Spheres' exemplify this trend, offering a delightful blend of earthy matcha, rich pistachio, and the classic tiramisu essence encapsulated in edible spheres for a visually stunning and indulgent treat.

FERMENTATION FRENZY

The age-old art of fermentation is making a comeback, adding depth and complexity to dishes. 'Kimchi Butter Braised Brussels Sprouts' exemplifies this trend, where the tangy notes of kimchi and the richness of butter create a harmonious symphony of flavours.

HYPER-LOCAL INGREDIENTS

Supporting local farmers and reducing carbon footprints, chefs are sourcing ingredients from their immediate surroundings. 'Local Heirloom Tomato Salad with Basil Infused Olive Oil' celebrates the vibrant flavours of locally grown heirloom tomatoes, showcasing the richness of regional produce.

MINDFUL MIXOLOGY

The beverage landscape is evolving alongside culinary trends. Mixologists are incorporating wellness-oriented ingredients and crafting innovative concoctions such as 'Turmeric-Ginger Kombucha Mocktail,' offering a refreshing and health-conscious alternative to traditional cocktails.

The year 2024 promises a gastronomic adventure, blending innovation with tradition, and sustainability with indulgence. Chefs in the hospitality industry have a thrilling year ahead as they continue to push boundaries, tantalizing taste buds and leaving a lasting impression on the evolving world of food. As we savour these culinary delights, we can only anticipate the exciting flavours and experiences of the future. Cheers to a year of gastronomic excellence!

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

A passionate and seasoned culinary artist, Chef Gaurav brings a well-rounded experience of nearly two decades wherein he has showcased his culinary expertise at various locations across the nation. His fascination for deriving exquisite flavours out of basic ingredients and creating delectable dishes with minimalist aesthetics while preserving their authenticity has gained him recognition as a chef who blends artistry and hearty cooking. Chef Gaurav specializes in Italian Cuisine and is certified by Federazione Italiana Couchi by Chef Michele D' Agostino.

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Neo-Skilling #2 | Empower Transformational Change

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

Neo-Skilling #1 set the context for the background and conditions in which change is mandated. Its benefits become obvious when the stimulus from external forces, enterprise requirements and technological capability converge. The availability of skilling systems to develop the 10 million hospitality talents needed in the next ten years do need re-alignment. An innovative approach can be seeded to empower this transformational change. Leveraging technological competence and building network relationships with expert bases for content sharing can evolve synergistic models. Once a remodelled super-structure is developed, it will need revised content formats. Several formats will need to be deployed holistically to achieve neo-skilling outcomes industry-wide. The macro-solution that neo-skilling promises can be implemented with pragmatism and a structured approach.



Neo-Skilling #2 uses the ‘double-loop’ basis to examine the rules and assumptions upon which existing hospitality skilling systems are modelled. Demand declines for traditional brick and mortar formats are the writing on the wall. An honest evaluation of the limitations in existing conventions will enable disruptive, hybrid formats which will refine over time. Critically thinking, a ‘triple-loop’ can question old processes itself, for re-arranging knowledge, skilling and practice elements by re-ordering them. Typical hospitality students learn culinary skills in a 300+ hour lab exposure across existing 3-year degrees. Newer formats achieve 300+ hours of culinary skilling in a focused manner to deliver highly sharpened and precise skill-sets in 3-month certifications! EdTech platforms with 24/7 access provide flexible mobile access with multiple features to gain knowledge, supported by expert industry training.

Skilling content formats will need to be revamped to deploy high quality skills to meet industry requirements. Canned content from conserved archives and banks largely delivers rehashed iterations. A tech-enabled initiative to curate and consign relevant content in contemporary formats is an urgency. Skilling deployments mostly meet parochial requirements but need re-expansion to regain and homogenize dynamic enterprise knowledge. Four potential approaches are suggested.

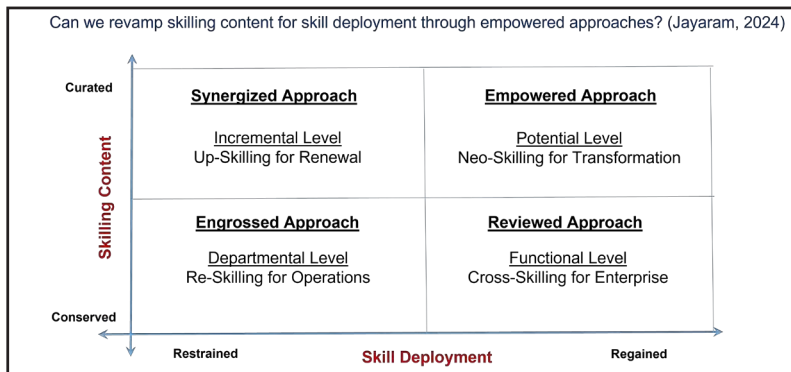
operational talent replacements and reduce gaps. While re-skilling for operational competence is a first priority, limiting parameters for instilling higher order thinking obscures skillsets. Departmental level skilling goals can change to accommodate new-age technologies, by renewing motivation with value-add certifications. Operational restrictions with talent shortages often require re-skilling to resolve immediacies.

2. Reviewed Approach: Functional level skilling has regained importance in the light of cross-skilling required in operational domains to leverage ICT skills like data-analysis, cyber-security, digital marketing, SEO, SEM, SMM etc. There is a need to re-imagine traditional roles by cross-skilling talents to enable them to perform across boundaries. Consider functional cross-skilling in enterprise finance, team-leadership and service design. These skills are growth enablers for operationally/functionally competent talents to be cross-skilled by new sectoral benchmarks.

3. Synergized Approach: Up-skilling to synergize operational/functional leaders say from technology into enterprise operations or vice-versa requires incremental skilling. Today technology applications drive most CX/UX/UI activities with social media/digital customer engagements. Many services have donned digital avatars, seamlessly integrating into physical service domains. Up-skilling technology talents for operational competences is an option. An alternate is curating technology upgrades for operational leaders restrained by daily minutiae.

4. Empowered Approach: Neo-skilling addresses these challenges by taking the needed cultural quantum leap to empower transformational change. Integrating knowledge, skills, work-exposure in a self-paced growth format with seamless testing for capability enhancement of talents is the answer. A 360-degree unified skilling solution integrating disparate elements into a coherent whole, empowers talents to reach their best potential. Several simultaneous growth journeys, can empower talents as neo-aspiration enablers to renew enterprise goals.

Empowered talents with self-directed motivation will bring about the required transformation. The choice to acquire contemporary skills needed for growth and development must rest with these talents. Curation of new-age content formats to be consumed as flexible micro-credentials, linked with projects to test knowledge application is a solution. Talents can be developed into well-rounded personalities with the unique skills required to serve in the hospitality industry. The commitment to continuously learn, apply, assess and neo-skill for the future - can be envisioned into talent life-cycle journeys in organizations or entrepreneurship. Enabling technology to achieve scale, leveraging aspiration to maintain relevance and aligning enterprise goals with neo-capability is here now. In all fairness, all four approaches must be deployed synergistically, using the future-proof neo-skilling perspective. My next column will share a case example to apply neo-skilling in a culinary career-scape. ■



1. Engrossed Approach: Departmental level skilling, often recycles historically conserved content, sometimes re-purposed, to prepare for

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

Budget encompasses sustainability and social welfare in Hospitality, say Industry leaders



Finance Minister Nirmala Sitharaman delivered the sixth Budget of her tenure, termed as an ‘interim Budget’ due to the impending end of the current government’s term and upcoming elections. Commencing her Budget speech, Sitharaman highlighted the Union government’s initiatives in the social sectors, echoing Prime Minister’s delineation of the ‘four castes’ in December 2023 – encompassing the impoverished, youth, women, and farmers. Many perceive the budget not merely as a financial blueprint but as a canvas painted with strokes of sustainability, social welfare, and entrepreneurial optimism. **Hospitality Biz** presents reactions from the industry leaders of the hospitality landscape including sectors like Food and Beverage, education in hospitality, luxury hotels, restaurants, etc.



PARAM KANNAMPILLY, EXECUTIVE CHAIRMAN, CONCEPT HOSPITALITY PVT LTD, THE FERN HOTELS & RESORTS

“In the wake of the recent budget announcement, we applaud the government’s foresight in recognizing the immense potential within tourism, particularly the uncharted territory of spiritual tourism, as the people of India are now willing to travel and explore more. This visionary approach not only unlocks doors for local entrepreneurship but also serves as a catalyst for employment generation. The emphasis on developing iconic tourist centers and global-scale marketing aligns seamlessly with our commitment to providing unparalleled experiences. This initiative not only enhances our global standing but also signifies a collective effort to harness the untapped potential within our borders. Additionally, our country’s economic strength positions it as an attractive destination for business and conference tourism, a trend we are prepared to champion.”



PRADEEP SHETTY, PRESIDENT, THE FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA.

“It is highly encouraging to note that the Hon’ble Finance Minister has highlighted the significance of tourism as an important driver of our economy to spur employment and GDP. The enhanced focus of the Government for promotion of MICE, religious tourism, iconic tourism centres and domestic tourism will lay the foundation of tourism development in the ‘Amrit Kal’ and equip the sector to achieve the ambitious target of welcoming 100 million tourists by 2047. The tourism and hospitality sector are also very delighted to hear about the govt’s vision to grant long term financing to

states for developing iconic tourism centres. The Government has also reinforced its commitment to the tourism sector through the announcement that tourism projects will be taken up at islands, including Lakshadweep. This strategic initiative promises a seamless experience for tourists and unlocks tremendous growth avenues for the hospitality sector. By enhancing infrastructure, it aligns with a mission to exceed evolving traveller expectations, making Lakshadweep a premier destination for discerning travellers. This visionary approach transforms the islands into a magnet for tourists, creating new opportunities and propelling the hospitality sector into an era of unparalleled growth within India's dynamic tourism and hospitality landscape."



SUDEEP JAIN, MD, SOUTH WEST ASIA, IHG HOTELS & RESORTS

"The interim budget is a step in the right direction to advance the travel sector with a keen focus on domestic tourism. The increased impetus to build and strengthen infrastructure such as road, railways, air and

port connectivity is a welcome move. This will further lead to increased footfall from domestic and global travellers alike besides giving a boost to secondary markets and untapped destinations including islands, and religious centres. This presents a great opportunity for IHG to strategically expand our presence in these markets and cater to diverse travellers with our portfolio of globally renowned brands. Additionally, post-G20 summit, the government's increased push on conference and business tourism is a heartening endeavour for the industry. With this move, we expect an influx of large-scale corporate bookings. We will closely follow the final budget after the elections and look forward to a promising roadmap for the hospitality and tourism industry."



VIKRAM KAMAT, FOUNDER AND CMD, THE VITSKAMATS GROUP

"While appreciating the broader economic outlook presented in the interim budget, the hospitality and restaurant sectors also play a pivotal role in our economic landscape and require targeted

support to navigate the challenges they face. As we anticipate the full budget, our hope remains steadfast for a more comprehensive approach to address the specific needs of these vital sectors."



SANJAY SETHI, CEO AND MANAGING DIRECTOR, CHALET HOTELS LIMITED

"Overall, a good nation-first budget. However, the hospitality industry is disappointed that infra status for the industry did not come through. A missed opportunity

for an industry that can significantly grow contribution to the GDP and employment as well as the much-needed foreign exchange for the country."



MANOJ SIHAG & RAHUL UPPAL, DIRECTORS, ECHOR HOTELS & RESORTS

"We celebrate the government's commendable increase in capex for road infrastructure. There's a missed chance in the new budget to merge GST categories. Despite this, the

enhanced connectivity will positively impact local tourism, cutting travel time from major cities like Delhi to scenic destinations like Himachal and Kashmir through improved tunnels and roads."



SANJAY VAZIRANI, FOUNDER, CHINA BISTRO & CEO, FOODLINK F&B HOLDINGS INDIA PVT LTD

"The budget unfolds a tapestry of measures that extend beyond mere economic policies, encompassing themes of sustainability, social welfare, and entrepreneurial

optimism. Embracing a sense of optimism, I reflect on the promising landscape of local entrepreneurship, particularly in spiritual tourism. This aligns seamlessly with the government's recognition of opportunities for local businesses within the hospitality sector - an acknowledgment that acts as a catalyst for substantial economic impact, fostering community engagement and advocating sustainable tourism practices. As the steward of China Bistro, I envision the elevation of India's position as a global player in the hospitality landscape. My optimism remains unwavering regarding its positive impact on our industry's trajectory."



RAMACHANDRA BHAT, DIRECTOR, FINANCE, CLARKS EXOTICA

"The government's emphasis on the comprehensive development of iconic tourist centers with global branding aligns seamlessly with Clarks Exotica's commitment to delivering unique and

culturally immersive guest experiences. Bhat sees promise in the proposed projects for port connectivity, tourism infrastructure, and amenities in the islands, particularly Lakshadweep. He notes the potential for these initiatives to enhance destination allure and act as catalysts for significant employment generation within the hospitality sector. Anticipating heightened demand for accommodation and services, Bhat envisions a positive upswing for the industry. The Finance Minister's targeted approach to elevate tourism in islands, notably Lakshadweep, drew specific commendation from Bhat. He stressed the need to navigate

challenges such as sustainable development and infrastructure requirements, emphasizing prudent planning and collaboration between the government and private sector entities like Clarks Exotica. Bhat also acknowledged the Finance Minister's recognition of opportunities for local entrepreneurship, including in spiritual tourism. Looking ahead, he expressed confidence that local businesses and entrepreneurs within the hospitality sector are poised to play a pivotal role in showcasing indigenous experiences, promising not only a substantial economic impact but also fostering community engagement and sustainable tourism practices. In conclusion, as observed by Ramachandra Bhat, the Finance Minister's forward-thinking proposals are poised to usher in positive transformations for the hospitality sector's future, aligning well with Clarks Exotica's commitment to excellence and unique guest experiences."



**SIBASISH MISHRA,
FOUNDER AND CEO,
BOOKINGJINI**

"The 2024 Union Budget holds promising implications for our industry, with a commendable focus on uplifting marginalized sections and promoting tourism. Prioritizing the Garib (poor), Mahilayein

(women), Yuva (youth), and Annadata (farmers) reflect an inclusive growth approach, ensuring equitable distribution of tourism-related benefits. The commitment to developing iconic tourist centers and global marketing is a positive step that can significantly boost tourist influx, benefiting hotels and hospitality establishments nationwide. The ongoing expansion of airports over the past decade has enhanced infrastructure for the aviation and tourism sectors, improving connectivity for domestic and international tourists. This not only makes travel more accessible but also creates new opportunities for growth and expansion within the hospitality sector. Overall, the 2024 budget aligns well with the industry's needs, paving the way for a more inclusive, connected, and prosperous future."



**RAMIT SETHI,
CO-FOUNDER, SECLUDE
HOTELS HOME STYLE**

"It is heartening to see the intent to push for tourism and regard this sector as a source of local job creation, domestic tourism, and inbound revenue. Clearly, the call is for Infra development and time will tell

how this strategy unfolds. Lakshadweep and Spiritual Tourism have grabbed the fancy with the PM and FM driving focus. We expect good things will happen here. We understand this is an interim budget, however a reduction of the GST to a maximum slab of 12% for rates above INR 7,500 per night would have been a great boost for Indian Tourism in 2024. We would have also liked for the budget to shine a light on Heritage Tourism and the promotion of Offbeat Destinations which could make use of the lovely roads, telecom/wifi connectivity, and general infra improvement to reach the remote corners of India."



**NAVNEET NAGPAL,
PRINCIPAL CONSULTANT
AND DIRECTOR, SPECTRA
HOSPITALITY SERVICES**

"As someone deeply involved in the hospitality sector, I can't help but express my enthusiasm about the Interim Budget for 2024-25, especially its focus on the tourism

industry. It's heartening to see the government recognizing the vast potential of India. Interest-free loans is a commendable step. What's particularly invigorating is the Budget's emphasis on Spiritual Tourism, with Ayodhya emerging as a key destination. This increase in investment reflects a growing desire among travelers for destinations that offer not just a journey, but also a deep cultural and spiritual experience. This budget announcement signals fresh opportunities and responsibilities for us in the hospitality industry. It's a call to action for us to enhance our services and amenities, aligning them with international standards. Additionally, the development focus on areas like Lakshadweep opens avenues for tourism growth, employment, and skill development, further bolstering the sector's progression. In sum, the Interim Budget 2024-2025's spotlight on tourism offers a pivotal chance for the hospitality industry to innovate and grow. It's a critical moment for us to elevate the sector's role in shaping India's economic and cultural narrative."



**SIMRANJEET SINGH,
DIRECTOR, CYK
HOSPITALITIES**

"As the network via road, rail, airport, and highway increases, it opens up opportunities for more travel, which creates a domino effect over the food and beverage industry as well.

With developments like these and spiritual tourism coming up, the scope for established as well as new food brands has increased. The Honourable Finance Minister's announcement to develop infrastructure across the country is a welcome step for everyone related to the F&B industry. The international and domestic brands will get a chance to penetrate more nationwide, also giving a great employment opportunity."



**SRIKANT PERI, GENERAL
MANAGER, DHARANA AT
SHILLIM**

"I'm thrilled by the government's proactive measures to bolster the tourism sector, particularly the initiative to offer long-term interest-free loans for the promotion of iconic tourist

centers. This progressive approach underscores a commitment to showcasing India's rich cultural and natural heritage on

a global stage. Furthermore, the government's emphasis on integrating green energy initiatives within the tourism industry is a significant stride towards sustainability. At Dharana, we believe in embracing this initiative, aligning with our ethos of environmental stewardship. By harnessing renewable energy sources and implementing ecofriendly practices, we aim to minimise our environmental footprint while offering guests transformative wellness experiences amidst nature. This concerted effort signifies a progressive shift towards sustainable tourism, where economic growth harmonises with environmental conservation. Together, let's embark on a journey towards a greener, more resilient tourism industry one that not only enriches the lives of travellers but also safeguards the beauty of our planet for generations to come."



DAVINDER JUJ, GENERAL MANAGER, EROS HOTEL NEW DELHI

"We applaud the forward-thinking measures outlined in Union Budget 2024, particularly the interest-free loans for states to enhance their tourism hubs, attract business and create entrepreneurship and employment opportunities for locals. The proposed port connectivity and infrastructure improvements for island and other attractive location accessibility in the country will motivate families and young tourists to opt for domestic travel. This step will further strengthen the hospitality industry and travel and tourism sector will grow rapidly in the country. Overall, being an interim budget, Union Budget 2024 was balanced and I expect the recommendations made for direct and indirect taxes will empower the middle class to spend the money on leisure and travel more." ■





Global Leaders Check-In. Outlook For 2024 & Navigating The Future Trends

Alan Watts, President, Asia Pacific, Hilton; Dimitris Manikis, President for Europe, Middle East, Eurasia and Africa, Wyndham; Hubert Viriot, CEO, YOTEL; Michael Grove, Chief Operating Officer, HotStats; Rajeev Menon, President, Asia Pacific (excluding China), Marriott International; Moderator – Mandeep Lamba, President & CEO, HVS ANAROCK

HOPE 2024 SPARKS RENEWED OPTIMISM

Goa Summit sees huge industry participation, indepth discussions on innovation, adaptability and growth in hospitality

HBI Staff | Goa

India's premier hospitality summit, HVS ANAROCK HOPE 2024, was hosted at the Taj Cidade De Goa. Building on the successes of the 2023 edition, HVS ANAROCK HOPE (Hospitality Overview Presentation & Exchange) continued its legacy.

Day One commenced with two exclusive sessions, first one was ECHO – Exclusive Conclave for Hotel Owners – a special initiative by HVS ANAROCK to provide hotel owners with an unmatched opportunity to network, share best practices and engage in insightful discussions on the future of hospitality. The second was EDGE (Excellence Development for Global Executives), a Metaverse masterclass in partnership with New York University which saw all the finalists of the HVS ANAROCK #HASHTAG AWARDS participants.

HOPE 2024's inaugural session set the tone for the event, followed by the first LeaderSpeak session featuring Chema Basterrechea, Global President and COO, Radisson Hotel Group, in an enlightening conversation with Mandeep Lamba, President & CEO, HVS ANAROCK. The Global Leaders Check-In panel discussion, moderated by Mandeep Lamba, was on the 'Outlook For 2024 & Navigating Future Trends,' explored the dynamic changes and



Mandeep Lamba
President, South Asia, HVS ANAROCK

strategies pivotal for the industry's resilience and growth. It featured a high-octane panel including Alan Watts, President, Asia Pacific, Hilton; Dimitris Manikis, President for Europe, Middle East, Eurasia and Africa, Wyndham; Hubert Viriot, CEO, YOTEL; Michael Grove, Chief Operating Officer, HotStats and Rajeev Menon, President, Asia Pacific (excluding China), Marriott International.

The session '2030 Growth Numbers: How Ready Are We?' moderated by internationally recognized strategic advisor, diplomat and author Anita Mendiratta, brought together Campbell Wilson, CEO & MD, Air India; KB Kachru, Chairman Emeritus & Principal Advisor South Asia, Radisson Hotel Group; Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip,



Anuj Puri
Chairman & Founder, ANAROCK

and Sumit Anand, Chief Business Officer, Airport Land Development, GMR(Grandhi Mallikarjuna Rao) to discuss the readiness of the industry for the anticipated growth in travel demand by 2030.

Roma Datta Chobey, Managing Director, Digital First Businesses, Google India, provided invaluable insights into consumer travel trends, emphasizing the role of digital innovation in shaping consumer behaviors and expectations.

The conference also addressed critical investment outlooks and the importance of female leadership in hospitality. Anuj Puri, Chairman & Founder of ANAROCK, moderated a session on Sector Investments & Outlook, with panelists Ashish Jakhanwala, Chairman, Managing Director and Chief Executive Officer, SAMHI

Hotels; Harshavardhan Neotia, Chairman, Ambuja Neotia Group; JB Singh, President and CEO, InterGlobe Hotels; Patanjali (Patu) G. Keswani, Chairman & Managing Director, Lemon Tree Hotels and S.P. Reddy, Chairman & Managing Director, Terminus Group.

Ranju Alex, Area Vice President, South Asia, Marriott International, led an insightful discussion on Women Leaders in Hospitality, with panelists Debasree Roy Sarkar, Managing Director, Peerless Hotels; Jyotsna Suri, Chairperson & Managing Director, The Lalit Suri Hospitality Group; Kavita Ahuja, Director, Competent Group of Companies and Nirupa Shankar, Joint Managing Director, Brigade Enterprises. The panel shed light on the journeys, trends, challenges, and opportunities for women in the industry.

Sustainable construction in hospitality was another highlight, with Venkataraman Subramanian, Managing Director, Gyproc, Insulation and Mortars businesses, Saint-Gobain India in conversation with Manisha Natarajan, Consulting Editor, Urban Development & Real Estate, NDTV, emphasizing the industry's move towards light and sustainable construction practices.

The highly interactive Winner Takes It All! session was moderated by Vikramjit Singh, Founder & CMD, ALIVAA Hotels & Resorts with panelists Ajay K. Bakaya, Managing Director, Sarovar Hotels & Resorts and Director, Louvre Hotels India ; Puneet Dhawan, SVP Operations, India & South Asia, Accor; Sanjay Sethi, MD & CEO, Chalet Hotels; Sudeep Jain, Managing Director, South West Asia, IHG; Suhail Kannampilly, Managing Director, Concept Hospitality and Zubin Saxena, SVP & Country Head-India, Hilton.

The day concluded with "Now It Can Be Told: Stories That Inspire!", an HVS ANAROCK HOPE exclusive, which saw celebrity Chef Sanjeev Kapoor in conversation with journalist, author, columnist and talk show host Vir Sanghvi sharing Kapoor's inspiring journey.

HOPE 2024's Day One set a high benchmark for discussions on the future of hospitality, showcasing the industry's adaptability, innovation and growth prospects.

The second day of the event witnessed robust participation from delegates and industry experts alike. Liz Ortiguera, Managing Director, Asia-Pacific and Senior Advisor to the CEO, World Travel & Tourism Council (WTTC), delivered the



"HOPE is just continuing to go from strength to strength and I wish this great platform all the success for the future as well"

- **Rajeev Menon, President for Asia Pacific (excluding China), Marriott International**



"HOPE 2024 incredibly good for a networking point of view. I am so pleased to be invited here."

- **Michael Grove, Chief Operating officer, HotStats**



"HOPE 2024 is my first attendance here and certainly the first of many times. This is an amazing event for anybody who wants to invest in or operate or get to know more about the hospitality industry in India."

- **Hubert Viriot, CEO, YOTEL**



"HOPE is actually a confluence of all stakeholders, and it's a great platform for networking and interacting with people. And it's also a churning up of new ideas and innovations that are there as part of our industry."

- **Dr. Jyotsna Suri, Chairperson & Managing Director, The Lalit Suri Hospitality Group**



"This is my second time that I'm participating in hope and it's really a very well organised conference. I just love the fact that it's small. It's not so large and the quality of attendance is really outstanding."

- **Harshavardhan Neotia, Chairman, Ambuja Neotia Group**



"It's off to a great start.

Even last year, it was a phenomenal success."

- **Rajesh Magow, Co-founder & Group CEO, MakeMyTrip**



"It's great for all us hoteliers to meet in an atmosphere which is which is supremely positive."

- **Ajay K. Bakaya, Managing Director, Sarovar Hotels & Resorts; Director Louvre Hotels India**



"I'm really amazed at the way the whole conference has been structured. You can see who's who of the industry and people who are taking our industry on the way forward. I think hats off to HVS ANAROCK."

- KB Kachru, Chairman Emeritus & Principal Advisor South Asia, Radisson Hotel Group



"The industry in India needed an event like HOPE, and I'm so glad that Taj has been able to host this event for last two years. And hopefully for several decades to come."

-Puneet Chhatwal, Managing Director & CEO, IHCL



Anuj Puri, Chairman & Founder, ANAROCK; Mandeep S. Lamba, President & CEO (South Asia), HVS ANAROCK and Shobhit Agarwal, MD & CEO, ANAROCK Capital unveiling 'hopeful', an HVS ANAROCK HOPE 2024 special edition

keynote address, setting the tone for the insightful sessions to follow.

One of the highlights was the session on Leisure & Experiential Travel: Trends & Outlook, featuring industry stalwarts such as Deepika Rao, Executive Vice President, Hotel Openings & Corporate Communications, IHCL; Mary Gostelow, Global Ambassador, Travel Writer & Influencer; Santosh Kumar, Country Head, Indian sub-continent & Indonesia, Booking.com; Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts; Vikram Madhok, Managing Director, Abercrombie & Kent India. Dilip Puri, Founder & Chairman of Indian School of Hospitality, moderated the discussion.

The event delved into the theme of 'Digital Disruption – Human by Design', with Ajay Vij, Country Managing Director, Accenture India in conversation with Ajay Mehtani, President – Asset Management, HVS ANAROCK.

'Redefining Luxury In A Post Covid World' attracted attention, with Anil Chadha, Divisional Chief Executive, ITC Hotels; Anuraag Bhatnagar, Chief Executive Officer, The Leela Palaces Hotels & Resorts Mohit Nirula, Chief Operating Officer, The Oberoi Group; Parveen Chander Kumar, Executive Vice President Sales and Marketing, IHCL; Rohan Lamba, Co-Founder & Director Isprava & Lohono Stays. Rakhee Lalvani, Global Public

Relations and Corporate Communications Consultant, moderated the session.

AI in Travel & Hospitality was another engaging discussion, featuring Sanjay Mohan, Group Chief Technology Officer, MakeMyTrip Limited.

The session on Designing and Building the Hospitality of the Future brought together industry experts such as Hemant Khurana, Managing Director – Mortars and Homes Business, Saint-Gobain India Private Limited; Khozema Chitalwala, Founder & Principal Architect, Designers Group; Reema Diwan, Vice President, Design & Technical Services, Accor Hotels; Reza Kabul, President, ARK Reza Kabul Architects; Vikram Choubal, Sr. Vice President, Design & Technical Services, The Leela Palaces, Hotels and Resorts. Esha Gupta, Founder of Design Pataki, moderated the session.

The topic of collaboration between the Free-standing Restaurant Sector & Hotels was explored, with Nikesh Lamba, Co-Founder, Pricol Gourmet; Pawan Shahri, Founder, Chrome Asia Hospitality; Udai Pinnali, CEO, Hospitality, Aditya Birla; Vikramjit Singh, Founder & CMD, ALIVAA Hotels & Resorts and Vir Sanghvi, Journalist, Author, Columnist sharing their perspectives. Anuj Kejriwal, CEO & MD of ANAROCK Retail, moderated the discussion.

The event also featured a session on Hospitality Investments & Funding Outlook, with industry leaders such as Anoop Bali, Whole Time Director & CFO, TFCI; Ashank Kothari, Managing Director – Investments Real Estate, Brookfield Asset Management; Binod K. Chaudhary, Chairman, CG Corp Global, Chairman, Chaudhary Group; Raghu Sapra, Head Hospitality, Embassy REIT; Sameer Nayar, CEO, CapCity. Shobhit Agarwal, MD & CEO of ANAROCK Capital, moderated the session.

Mandip Singh Soin, Explorer, Mountaineer, Environmentalist, discussed Adventure Travel & Eco-tourism, while Aditya Ghosh, Co-Founder of Akasa Air, shared insights on 'Voyages Of Discovery' with Ajay Mehtani, President, Asset Management, HVS ANAROCK.

The event concluded with the HVS ANAROCK #HASHTAG & FLAGSHIP Awards, followed by a networking cocktail & dinner hosted by Hilton Hotels & HVS ANAROCK. ■



Women Leaders In Hospitality. Journey, Trends, Challenges & Opportunities

Debasree Roy Sarkar, Managing Director, Peerless Hotels; Jyotsna Suri, Chairperson & Managing Director, The Lalit Suri Hospitality Group; Kavita Ahuja, Director, Competent Group of Companies; Nirupa Shankar, Joint Managing Director, Brigade Enterprises; Moderator – Ranju Alex, Area Vice President, South Asia, Marriott International

HOPE 2024 Summit Concludes with Prestigious #HASHTAG Awards Ceremony

HBI Staff | Goa

The HOPE 2024 summit recently drew to a close with the highly anticipated #HASHTAG Awards ceremony, celebrating excellence in the hotel industry. Recognizing outstanding performance among hotel general managers and properties in both Business and Leisure categories, the awards also included a special accolade for the 'Industry Leader of The Year', presented by HVS ANAROCK. With nominations rigorously evaluated through a comprehensive rating matrix, overseen by a distinguished jury of industry experts, the #HASHTAG Awards set a new benchmark for hospitality excellence.

HVS ANAROCK #HASHTAG AWARD for Best Hotel 2023 - Business

1. Best Hotel 2023 – Business, Luxury: ITC Kohenur
2. Best Hotel 2023 – Business, Upper Upscale: Crowne Plaza New Delhi Mayur Vihar
3. Best Hotel 2023 – Business, Upscale: Ramada Resort by Wyndham Kochi
4. Best Hotel 2023 – Business, Midscale: Clarion Bangalore
5. Best Hotel 2023 – Business, Economy & Budget: Ginger Chennai (Tharamani, IITM)

HVS ANAROCK #HASHTAG AWARD for Best Hotel 2023 - Leisure

1. Best Hotel 2023 – Leisure, Luxury: Rambagh Palace, Jaipur
2. Best Hotel 2023 – Leisure, Upper Upscale: Hilton Jaipur
3. Best Hotel 2023 – Leisure, Upscale: Radisson Resort Pondicherry Bay
4. Best Hotel 2023 – Leisure, Midscale: Nidhivan Sarovar Portico

HVS ANAROCK #HASHTAG AWARD: BEST GENERAL MANAGER

1. Best General Manager 2023 - Luxury – Reuben Kataria, Four Seasons Hotel Bengaluru at Embassy ONE
2. Best General Manager 2023 – Upper Upscale – Manish Garg, Hilton Bengaluru Embassy Manyata Business Park
3. Best General Manager 2023 - Upscale – Rajneesh Kumar, Courtyard by Marriott Aravali Resort
4. Best General Manager 2023 - Midscale – Parag Shah, Mercure Hyderabad KCP
5. Best General Manager 2023 – Economy & Budget – Deepak Sampath, Holiday Inn Express & Suites Bengaluru

HVS ANAROCK General Manager of the Year #HASHTAG Award in association with Competent Automobiles Company and MakeMyTrip – Rajneesh Kumar, Courtyard by Marriott Aravali Resort

HVS ANAROCK #HASHTAG Sustainability Champion of the Year Award presented in association with Saint-Gobain India – InterGlobe Hotels

HVS ANAROCK #HASHTAG Industry Leader of the Year Award – Patanjali (Patu) G. Keswani Chairman & Managing Director, Lemon Tree Hotels

HVS FLAGSHIP (Future Leaders Annual Group Submission Hospitality Industry Projects) **Award** - Les Roches, Switzerland



HVS ANAROCK General Manager of the Year #HASHTAG Award in association with Competent Automobiles Company and MakeMyTrip – Rajneesh Kumar, Courtyard by Marriott Aravali Resort



HVS ANAROCK #HASHTAG AWARD - Best General Manager 2023 – Upper Upscale – Manish Garg, Hilton Bengaluru Embassy Manyata Business Park



HVS ANAROCK #HASHTAG AWARD - Best General Manager 2023 - Midscale – Parag Shah, Mercure Hyderabad KCP



HVS ANAROCK #HASHTAG AWARD - Best Hotel 2023 – Business, Luxury: ITC Kohenur



HVS ANAROCK #HASHTAG AWARD - Best Hotel 2023 – Business, Upper Upscale: Crowne Plaza New Delhi Mayur Vihar



HVS ANAROCK #HASHTAG AWARD - Best Hotel 2023 – Business, Upscale: Ramada Resort by Wyndham Kochi



HVS ANAROCK #HASHTAG AWARD - Best Hotel 2023 – Business, Midscale: Clarion Bangalore



HVS ANAROCK #HASHTAG AWARD - Best Hotel 2023 – Business, Economy & Budget: Ginger Chennai (Tharamani, IITM)



Ayodhya's Gold Rush: Hospitality Boom in the Offing

By Mihir Chalishazar and Manav Thadani

Ayodhya has been in the headlines in the past few months, centred around the opening of Ram Mandir. According to the Confederation of Indian Traders (CAIT), the consecration ceremony had a potential yield for business (including processions, rallies, cultural programs, and the sale of flags and banners, among others) of over ₹1 Lakh Crore (~US\$ 12 billion). The ruling by the Supreme Court in 2019 had put the wheels in motion to develop the city. Ayodhya has already witnessed significant investment inflows from both central and state governments, as well as contributions from numerous donors. Additionally, the land prices around the temple have grown

- "Ayodhya rapidly emerging as a global investment destination." – *Money Control*
- "Ayodhya set to get ₹85,000 crore makeover over 10 years". – *Times of India*
- "Brands get on to the Ayodhya Brandwagon" – *Hindu Business Line*
- "Ayodhya hotels earn 'record' ₹20 cr. in three days" – *Money Control*
- "Around 25 lakh devotees visited the Ram temple in Ayodhya in the past 11 days" – *Times of India*
- "Hotel industry homes in on Ayodhya with over ₹4200 crore projects" – *Hindustan Times*

ten to twentyfold since the Bhoomipujan in 2020 highlighting the economic revitalisation taking place in the region.

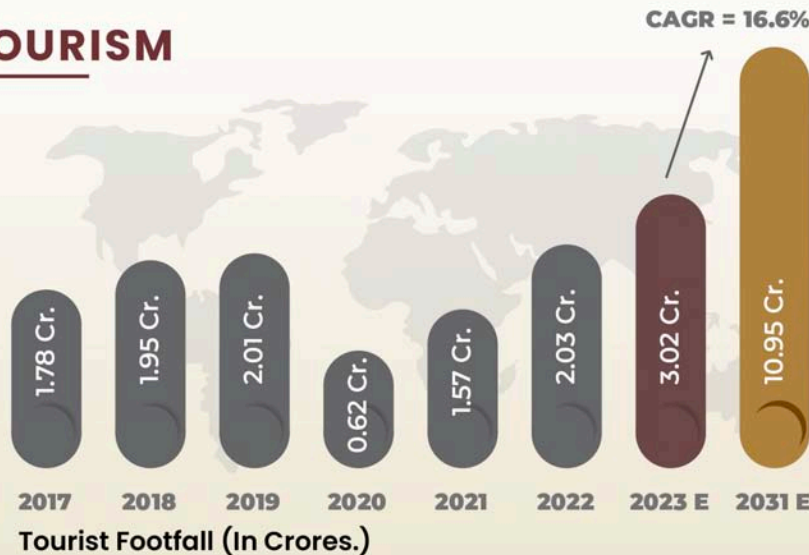
Recent developments include the opening of Maharishi Valmiki International Airport (with a capacity of 10 million passengers per annum) and the refurbishment of the Ayodhya Dham Railway Station (with a capacity of over 1 lakh pax per day). The government plans to invest over ₹85,000 crores (~US\$ 10 billion) over the next decade in the city. As outlined in the Ayodhya Masterplan 2031, this investment is aimed at a multifaceted development, including the upgradation of the infrastructure, the establishment of a spiritual university, greenfield townships (over 1,200 acres to be allotted for the development), urban forests, a convention centre, arts and craft centre and a hospitality management and training centre.

TOURISM IN AYODHYA

This strategic focus on developing Ayodhya aligns with the burgeoning trend of spiritual and religious tourism. Data from the Ministry of Tourism highlights that, in 2022, these religious and spiritual hubs (including Varanasi, Rishikesh, Katra, Haridwar, Tirupati, and Dwarka) generated revenue of about ₹1.3 Lakh Crore (~US\$16 billion) and witnessed footfall of 140 crore (1.4 billion). This roughly translates to one religious trip per capita per year in India. Interestingly, this footfall was not confined to mainstream destinations; lesser-known markets such as Pushkar, Vrindavan, and Sabrimala are experiencing a surge in tourism as well. Ayodhya's tourism boom began with the annual Deeputsav celebration in 2017 and gained momentum after the Ram Temple Judgement in 2019. In 2023, over 3 crore tourists visited Ayodhya, and projections from the Ministry of Tourism anticipate about three lakh tourists per day (over 10 crore people per year) by 2031.

Tourist Footfall in Ayodhya (2017-2023)

TOURISM



Source: Ministry of Tourism / *E=Estimated

This clearly indicates the massive opportunity for hospitality in Ayodhya. The recently opened Park Inn by Radisson Ayodhya and Clarks Inn Express Ayodhya represent the only branded supply. However, major hospitality brands, such as IHCL, Marriott, Club Mahindra, Wyndham, The Leela Palaces, Hotels and Resorts, and ITC Hotels, have expressed keen interest in Ayodhya and, some of these brands, have already signed their first hotel in the market and the rest have signed a memorandum of understanding and are in the process of negotiating the agreement. Furthermore, the government taking into account this supply-demand mismatch has been auctioning off plots, with an ambitious goal of eventually establishing over four hundred hotels.

DEVELOPMENT CONSIDERATIONS

For hotel developers and brands exploring the Ayodhya opportunity, it is important

SUPPLY PROJECTIONS

With such robust demand growth, Hotelivate has projected the hotel inventory required to cater to the market. Three scenarios have been considered – a Conservative Scenario with a projected footfall of ~2.5 lakh tourists per day; a Government Projections scenario with a projected footfall of 3.0 lakh tourists per day; and an Optimistic Scenario with a footfall of ~3.5 lakh tourists per day. Assuming that about 5% of the total footfall would opt to stay in branded hotels with an average guest density of 2.2 people per room and a length of stay of 1 night, we project that the market will require an inventory of 8,500-12,500 branded keys in the medium to long term to cater to this demand. It is pertinent to note that owing to the inherent seasonality in the market, an assumption of 65% marketwide occupancy has been taken.

to note that the Chaurasi Kosi perimeter, delineated around the temple, imposes specific restrictions on hospitality establishments, mandating vegetarian offerings and an alcohol-free environment. In contrast, surrounding areas, including the Ayodhya Cantonment area and the Gonda district north of the Saryu River, do not have such restrictions, and present alternate options for hotel developers or brands who view these restrictions as challenges. Recognizing the demographic of Ayodhya’s visitors, characterized by families and groups, hotel developers should offer slightly larger room sizes to comfortably accommodate three guests. Another noteworthy trend which is common in other religious and spiritual destinations is the utilisation of hotel banquet spaces for ceremonies, havans, and rituals. These ceremonies are expected to become commonplace and present a significant business opportunity for hotels.

Potential Hotel Inventory Requirements

PROJECTIONS

	Conservative Scenario	Government Projections	Optimistic Scenario
Global Hindu Population (2020)	1,20,00,00,000	1,20,00,00,000	1,20,00,00,000
% of Expected Footfall	7.500%	9.125%	10.750%
Expected Footfall	9,00,00,000	10,95,00,000	12,90,00,000
Footfall per Day	2,46,575	3,00,000	3,53,425
% Requiring Branded Accomodation	5.00%	5.00%	5.00%
Hotel Demand	45,00,000	54,75,000	64,50,000
Guest Density	2.20	2.20	2.20
Length of Stay	1.00	1.00	1.00
Roomnights Required	20,45,455	24,88,636	29,31,818
Daily Roomnights Required	5,604	6,818	8,032
Marketwide Occupancy	65%	65%	65%
Required Inventory	8,622	10,490	12,358

Source: Hotelivate Research

CONCLUSION

The latent potential of this historic city, coupled with the momentum generated by recent developments, sets the stage for a remarkable chapter in Ayodhya’s storied history—one defined by growth, prosperity, and a reinvigorated sense of identity. The city’s potential to become a global religious centre akin to Vatican City and Mecca is apparent. Prudent investment, focused development, and strategic growth initiatives will play pivotal roles in realizing the opportunities that lie ahead, particularly for the tourism and hospitality sectors. The story of Ayodhya, propelled by the Ram Mandir, is indeed one to watch.

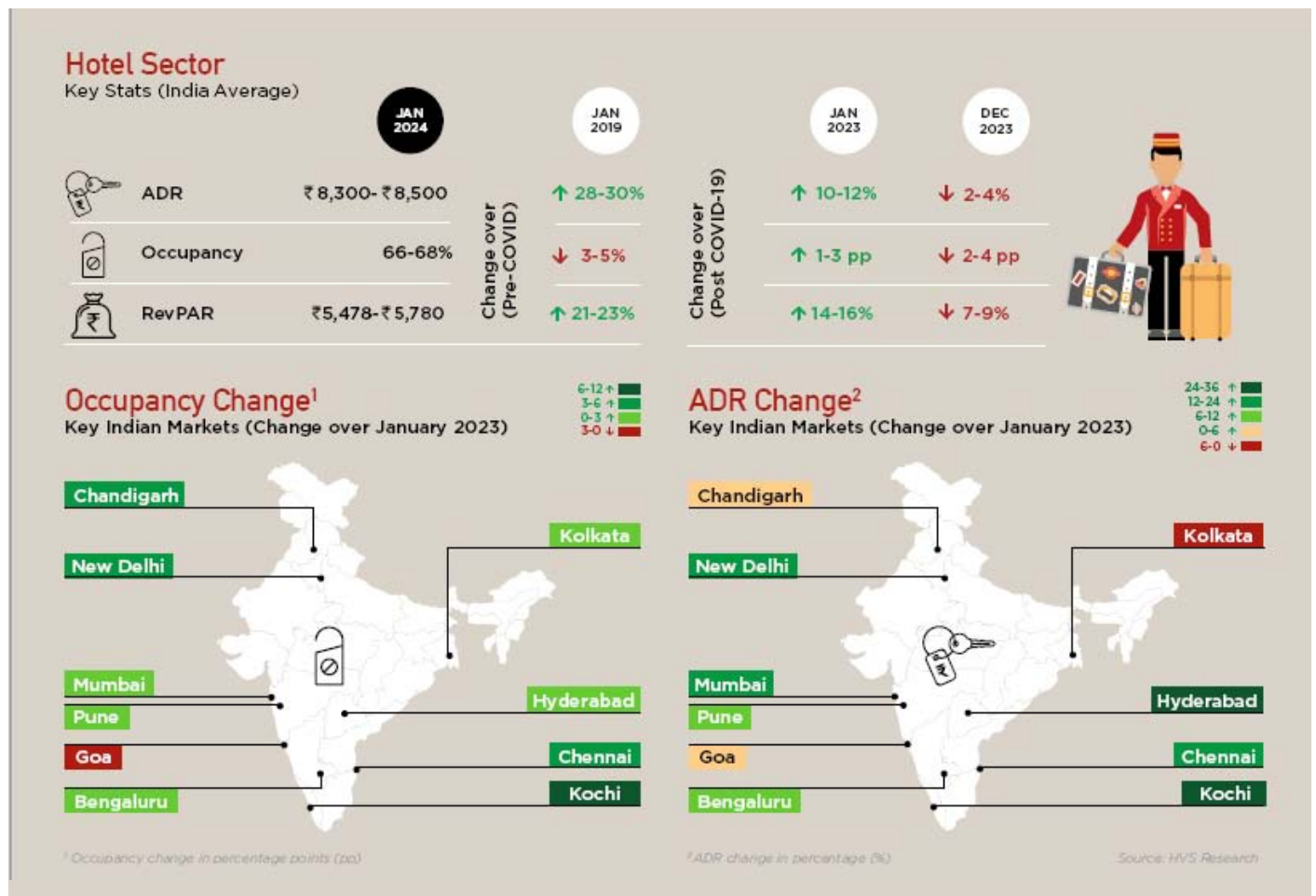
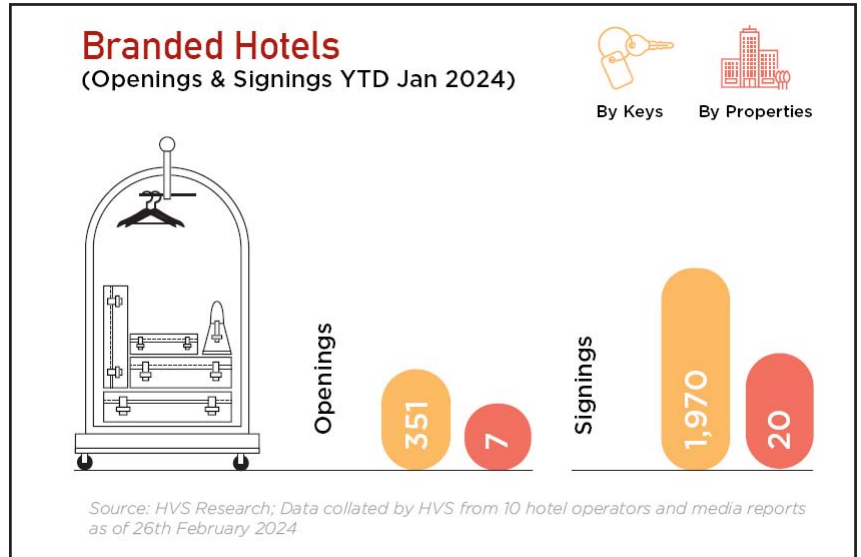
(This report was created by Mihir Chalishazar, Senior Associate, Strategic Advisory and Manav Thadani, Founder Chairman, Hotelivate and was first published by Hotelivate) ■

India's hotel sector sees mixed performance in January 2024, says Hotels & Hospitality Overview

HBI Staff | Hyderabad

India witnessed a nearly 5% increase in domestic air passenger traffic compared to the same period last year. ■

According to the latest HVS ANAROCK monthly industry update, Hotels & Hospitality Overview (H2O), India's hotel sector experienced varying trends in January 2024. While occupancy levels remained below pre-pandemic levels nationwide, Mumbai stood out as the only market surpassing the 80% occupancy mark. Additionally, Kolkata and Ahmedabad both achieved over 75% occupancy rates. Notably, Hyderabad and Kochi saw significant year-on-year increases of over 30% in average rates. On the aviation front,



“Hotel Industry Poised for Strong 11-13% Revenue Surge in Upcoming Fiscal Year”

Comfortable profitability and deleveraging of balance sheets to boost credit profiles

HBI Staff | Hyderabad

Hotel industry in India is slated for a healthy revenue growth of 11-13% in the next fiscal after a strong 15-17% growth in the current fiscal, backed by steady domestic demand and ramp up in foreign traveller demand. The strong demand dynamics along with modest new supply will keep the operating performance of the industry healthy over the near term.

The healthy operating performance will augur well for the industry profitability where the earnings before interest, taxes and depreciation (Ebitda) will continue the strong momentum over the current and the next fiscal. This, along with limited capital expenditure, will keep the credit profiles strong. A CRISIL Ratings analysis of branded hotel companies with ~70,000 rooms across categories, indicates as much.

Says Anand Kulkarni, Director, CRISIL Ratings, “The domestic travel demand, which remained a key driver this fiscal, will sustain next fiscal as well. This momentum will be supported by healthy economic activity which drives business demand and continuing leisure travel demand which reinvigorated post the pandemic.

While the demand will remain strong, the growth rate is expected to taper off next fiscal due to high base. Consequently, the average room rates (ARRs) are expected to grow 5-7% next fiscal against 10-12% this fiscal and the occupancy is expected to remain healthy at current levels of 73-74%.”

On the other hand, the foreign tourist arrivals in India, despite a growth this fiscal, are estimated to remain ~10% below pre-pandemic level and pick-up in the same will provide fillip to the hotel demand next fiscal.

Apart from the aforementioned factors, demand in the MICE (meetings, incentives, conventions and events) segment is also expected to remain healthy as corporates have resumed their activities post the pandemic induced hiatus.

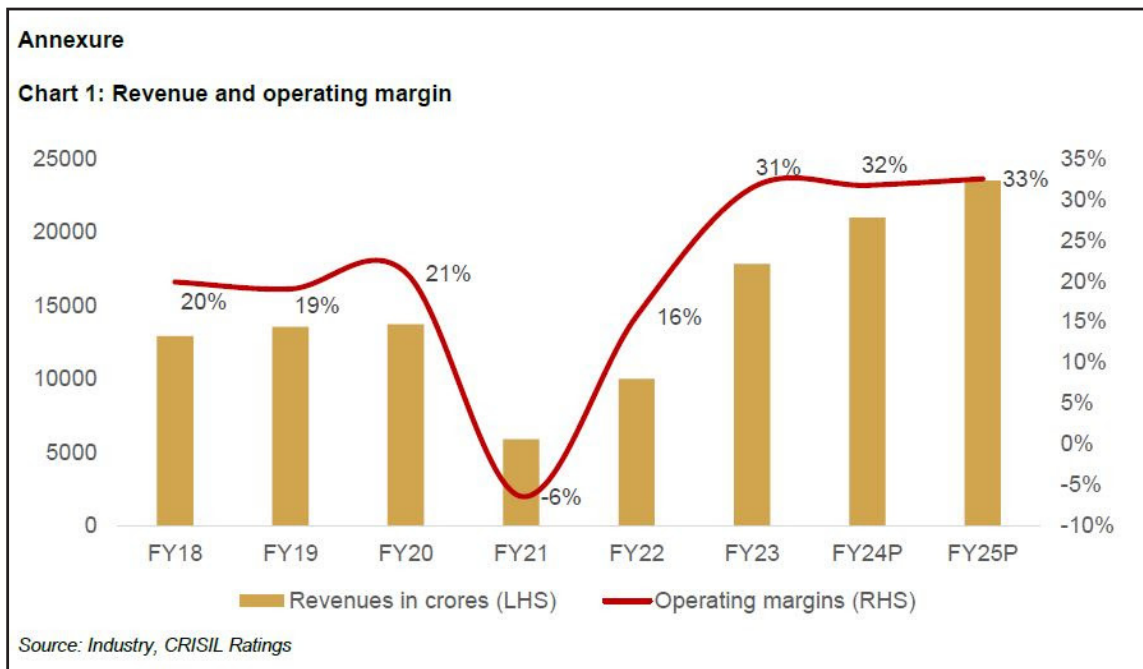
In addition to demand, favourable supply situation is one of the critical drivers of the strong performance of the industry.

Says Nitin Kansal, Director, CRISIL Ratings, “Greenfield capex is expected to remain muted with the new room addition remaining at 4-5% per fiscal over the next couple of years. While

the demand rebound has boosted the industry sentiments, the cost dynamics still remain a constraining factor for new capex. High land costs, sizeable increase in construction costs, long gestation period coupled with cyclicity in the sector is resulting in cautious new capex in the sector. Therefore, brands may keep adding rooms through management contracts, which will limit their upfront capital costs.”

Effect of conducive demand supply dynamics is also visible on the operating profitability of the industry. The ARR-driven revenue growth typically translates into better profitability, given that operating costs do not increase proportionately. Plus, hotels had taken several cost efficiency measures, such as better manpower planning and optimisation in food and beverage expenses, in the past two fiscals. While costs are expected to inch up gradually, operating leverage will help maintain strong operating profitability, at 32-33% over the current and the next fiscal — similar to last fiscal and ~1,000 bps higher than the pre-pandemic level (annexure 1).

In this milieu, credit profiles of the hotel companies will continue to improve. For instance, interest coverage is expected to rise to ~4.3 times and ~5.5 times this and next fiscal which will be



higher than ~3.2 times last fiscal. The debt to Ebitda ratio is seen improving to ~2.2 times this fiscal followed by below 2 times in the next from ~2.9 times last fiscal.

While all the ingredients of the sectors are well poised for sustained growth over the near to medium term, any economic slowdown and its impact on business travel, especially on a global scale, will bear watching.

1 Foreign tourist arrivals are expected to be at 9.5-9.8 million persons this fiscal against 7.9 million last fiscal and 10.6 million in fiscal 2019. ■

‘Aesthetics, Efficiency, and Threat Landscape influence security choices in the Hospitality sector’

To navigate the intricate landscape of heightened security measures in the hospitality industry, striking a delicate balance with guest-friendly access systems is crucial. Establishments must prioritize advanced security solutions that not only enhance guest safety but also seamlessly integrate with their overall experience, says **Pushkar Gokhale, Senior Vice President & Business Head, Godrej Security Solutions**, in a conversation with **Prasenjit Chakraborty**.



Q How can Godrej Security’s modern technologies address the unique security challenges faced by hotels and resorts in India?

In response to the evolving security landscape within the hospitality industry, Godrej Security Solutions has positioned itself as a trailblazer in addressing the unique security challenges faced by hotels and resorts in India. Recognizing the paramount importance of safety and protection for both guests and establishments, Godrej has introduced state-of-the-art security technologies with integrated security offerings that comprises Flap Barriers, Hand-held Metal Detectors, CCTV Cameras, Boom Barriers, Crash Resistant Barriers, Door frame metal detectors, Key Management Systems and Bollards.

Additionally, Godrej has also introduced its new range of Hotel Safes namely Capital and Odyssey Hotel Safes. Crafted with precision and technological sophistication, the Capital Safes offer a range of sizes, employing a secure 4 to 8-digit password system, reinforced by solid steel shooting bolts, a mechanical override key, and a low battery indicator. In parallel, the Odyssey Safes elevate security standards with the NX PRO series Motorized lock, featuring a 4 to 6-digit password and a 6-digit master code. Notably, these safes integrate advanced functionalities such as 100 Audit Trail entries, emergency access through USB and Key, and a portable hand-held access unit for managerial convenience.

This integrated approach not only fortifies security measures but also contributes to operational efficiency for hotel owners and staff. Godrej Security Solutions stands as a steadfast partner, committed to empowering the hospitality industry in India with cutting-edge technologies that ensure a safe, secure, and sophisticated environment for guests and management alike.

Q What are the key factors that influence the choice of security solutions for different areas within a hospitality establishment, and how is Godrej Security addressing this?

The strategic selection of security solutions within various sectors of a hospitality environment is significantly influenced by imperatives such as seamless integration

with aesthetics, operational efficiency, and the evolving threat landscape. A prevailing industry trend underscores the preference for non-intrusive physical security systems that seamlessly meld with interiors without compromising functionality. Moreover, the integration of cutting-edge technologies, including IoT, AI, and Blockchain, signifies a collective industry shift towards comprehensive security frameworks, augmenting threat detection capabilities.

Godrej Security Solutions, cognizant of these nuanced demands, presents a multifaceted portfolio tailored to diverse needs. The Capital and Odyssey Hotel Safes, with their secure storage options and advanced features, exemplify this commitment. Beyond safes, Godrej extends its prowess with premises security solutions such as Flap Barriers, Hand-held Metal Detectors, CCTV Cameras, Baggage Scanners, Bollards, Crash Resistant Barriers, Boom Barriers and Key Management Systems. This comprehensive suite of offerings addresses the imperative for integrated security measures, aligning with evolving industry trends. By providing top-tier security solutions that seamlessly harmonize with the unique demands of various spaces within hospitality environments, Godrej Security Solutions emerges as a proactive and versatile partner in fortifying security landscapes across diverse hospitality settings.

Q How can the hospitality industry in India balance the need for heightened security measures with guest-friendly access systems when implementing security solutions? Your comment.

In navigating the complex terrain of heightened security measures within the hospitality industry, there exists a critical need to strike a delicate balance with guest-friendly access systems. It is paramount for establishments to prioritize advanced security solutions that not only fortify the safety of guests but also seamlessly integrate with their overall experience. Technologies such as electronic safes and mobile-based access

“ The integration of cutting-edge technologies, including IoT, AI, and Blockchain, signifies a collective industry shift towards comprehensive security frameworks, augmenting threat detection capabilities. ”

systems play a pivotal role in achieving this equilibrium, ensuring a secure environment without compromising accessibility.

To achieve this harmony, the industry can leverage cutting-edge innovations like facial recognition and AI-backed video analysis. These technologies enhance security protocols while simultaneously offering a non-intrusive and user-friendly experience for guests. Furthermore, the implementation of robust data protection measures and the adoption of cloud-based solutions contribute to centralized management, fostering a secure and efficient guest journey. Godrej Security Solutions, with its commitment to industry-leading security frameworks, advocates for solutions that align with evolving trends, ensuring a hospitality landscape that is both secure and welcoming for guests.

Q With regard to security solutions in the hospitality industry of India, what important changes have you observed in the recent past?

In recent years, the landscape of security solutions in the Indian hospitality industry has undergone notable transformations, reflecting a dynamic response to emerging challenges and technological advancements. A pivotal shift is evident in the widespread adoption of integrated systems that harness the power of AI, IoT, and Blockchain technologies. This integration has ushered in a new era of comprehensive security

frameworks, fostering real-time collaboration between diverse security components and significantly elevating threat detection capabilities. The industry's proactive embrace of these cutting-edge technologies showcases a strategic commitment to staying ahead in an ever-evolving security landscape.

Additionally, a discernible trend has emerged with a heightened focus on non-intrusive physical security systems, prioritizing aesthetics without compromising on functionality. This shift signifies a deliberate move towards seamlessly integrating security devices into the design and ambiance of hospitality spaces, embodying a sophisticated approach to ensuring guest safety. These observed changes collectively highlight the industry's dedication to innovative security measures, reinforcing its commitment to providing secure and visually appealing environments for guests in the vibrant hospitality sector of India.

Q What is your market share (in the 5-star and 4-star categories) in the hospitality industry of India?

In the dynamic landscape of the Indian hospitality industry, Godrej Security Solutions is looking at a market share of 20% in the coming 5 years within the coveted 5-star and 4-star categories. We are looking at a strategic foothold in these segments with our unwavering commitment to deliver cutting-edge security solutions that cater to the discerning needs of premium establishments. Our integrated offerings exemplify the company's dedication to providing advanced security measures that will contribute significantly to the overall safety and satisfaction of guests in up-scale hotel environments. As Godrej continues to innovate and adapt to evolving security challenges, our vision is to reflect the trust and reliance placed in our brand within the high-end hospitality sector. ■

prasenjit.chakraborty@saffronsynergies.in

“ In the dynamic landscape of the Indian hospitality industry, Godrej Security Solutions is looking at a market share of 20% in the coming 5 years within the coveted 5-star and 4-star categories. ”

Balancing Luxury with Sustainability: Deciphering Hospitality's Modern Dilemma

By **Rahul Verma**, Director of Sales & Operations, KAARA Hotels & Resorts



The hospitality industry is one of the biggest contributors with regards to its size, scope and scale of opportunities towards the country's overall GDP. A report says the sector contributes almost 2 per cent of the global carbon emissions. Proponents argue that the hospitality industry has a responsibility to address its environmental footprint and embrace sustainability practices. With the sector's vast energy consumption and significant waste generation, adopting sustainable initiatives can significantly mitigate its negative impact on the environment.

IMPLEMENTING SUSTAINABLE OPERATIONS IN HOSPITALITY

As sustainable hospitality expert Dr. Willy Legrand explains, "We need to find a way to grow the industry, accommodating more and more guests and building more and more properties, and at the same time reduce the sector's carbon footprint to achieve complete decarbonization by 2050." Embracing sustainability is an essential step towards mitigating the impact of overconsumption of resources and the overproduction of waste. Solving this issue not only helps preserve the natural resources, but also ensures long-term valued services by the hotels.

Today, companies in the hospitality sector are looking to re-evaluate their operational strategies to make them more sustainable in nature. Starting with the inherent aim to reduce the overall ecological footprint, these companies are also increasingly shifting to locally sourced and organic resources such as organic food produce, biodegradable products - basically, making more intentional choices throughout every level.

Additionally, including conscious practices will act as a commitment to the environment. Such as-

- Using locally available materials for the architecture
- Repurposing building materials to reduce costs and material wastage
- Recycling for insulation purposes for types of cavity walls
- Involving & engaging local communities to reflect aspects of vernacularism

The effect of the increased intentional-ism and consciousness has an important benefit of connecting guests with the brands, as they feel more inclined towards becoming associated with a bigger purpose.

ACHIEVING HARMONY BETWEEN LUXURY AND SUSTAINABILITY

The key to striking the right balance between being a brand that is both luxurious in its offerings while also being sustainable in its function across all levels lies in how, what, and the way they provide experiences to their guests. By understanding this, organisations are able to offer curated experiences that strongly influence important practices such as environmental conservation and cultural immersion.

LISTED BELOW ARE THE SALIENT PRACTICES THAT HOTELS CAN ADOPT

1. Reduce the use of plastic in various functional aspects of the property by incorporating biodegradable cutlery and metal utensils. This will ensure minimal wastage and reduced use of plastic.
2. Encourage re-use of housekeeping facilities like towels, bedsheets,

blankets etc. Properties can ensure that the items are thoroughly cleaned while also optimising the water usage. This can be applicable for napkins as well.

3. Source the food supplies from the local growers and providers helping boost the economy. It ensures building consumer faith and developing a favourable image about the brand.

4. Conservation of energy can be implemented in various ways, such as using sensors to switch off the lights and appliances when not in use and using solar powered equipment.

Furthermore, the industry as a whole must uphold the responsibility by acknowledging the convergence of luxury and sustainability as a necessity going forward. According to Capgemini Research Institute statistics, 79% of the consumers are increasingly tailoring their product preferences towards social responsibility, inclusivity or environmental impact. Notably, 65% of individuals are becoming increasingly conscious of their overall consumption habits.

A growing market for eco-friendly options is driving this change among consumers especially in regions such as India where diverse cultures are combined with increased awareness about travel's environmental effects. Hotels are thus quickly adopting green practices that involve energy efficiency, waste reduction and ethical sourcing. Apart from responding to environmental concerns therefore, this adoption targets the emerging group of environmentally-conscious tourists.

HOW CAN THE INDIAN HOSPITALITY SECTOR BALANCE LUXURY WITH SUSTAINABILITY

The hospitality sector's incorporation of sustainability extends beyond just a few gestures. It involves a fundamental reorientation of the industry's ethos as a whole. The continuous transformation undertaken by the sector reflects their commitment towards becoming more and more eco-conscious over time, without having to compromise on their services.

The future of sustainability in the hospitality industry presents companies with greater opportunities to improve upon their existing foundational operations directed towards the well-being of the environment. Sustainability is an expensive affair which does more than just caring for the environment but also builds the brand as a promoter of an environment-first approach .

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

A dependable Hotel and hospitality professional offering 13 years of experience in multiple roles, including restaurant and retail areas, Rahul Verma has been associated with Kaara Hospitality since 2021. He is a proficient manager and team leader with strong communication and organisational abilities. His expertise lies in improving processes and maximising customer satisfaction. With expertise in the hospitality and entertainment industry, Rahul has been associated with some of the best in the industry, including Oberoi Hotels and Smaaash Entertainment Pvt Ltd.

Quintessential Guide to Excelling as a House Manager for Ultra-High-Net-Worth Families

By Prem Anand

In the realm of ultra-high-net-worth families, the role of a House Manager or Butler is one of immense trust and responsibility. Entrusted with their employers' wealth, family, and reputation, professionals stand at the confluence of tradition and modernity, embodying discretion, expertise, and unwavering dedication.

Herein lies a comprehensive guide to surviving and thriving as a House Manager, inspired by real-world insights and a deep understanding of the bespoke needs of the ultra-wealthy.

UNDERSTANDING YOUR ROLE AND RESPONSIBILITIES

At the heart of a House Manager's duties is the seamless operation of the household, ensuring that every aspect of daily life for an ultra-high-net-worth family is managed with precision, care, and discretion. From the moment you step into this role, your primary mission is to immerse yourself in the unique culture of the household. This includes grasping the nuances of the household hierarchy, protocols,



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.

and the distinct identity of the family or establishment you serve. Your responsibilities extend to:

- **Cultural Immersion:** Learning how things are done and understanding each family member's preferences—from dietary needs to daily routines and dressing preferences.
- **Administration:** Coordinating schedules, managing payments, organising travel, overseeing staff payroll, receiving things, answering the door, making phone calls, and running errands.
- **Staff Management:** Building rapport with the household staff, fostering a fair and considerate work environment.
- **Vendor Relations:** Liaise with contractors, understand the scope of their work, and ensure quality service.
- **Event Planning:** Overseeing the planning and execution of family events.
- **Household Maintenance:** Managing food and beverage needs, shopping, inventory, and ongoing maintenance.

MASTERING THE TECHNICAL ASPECTS

A House Manager must also be adept at managing the technical and maintenance aspects of the household. This includes:

- **Home Systems:** Understanding and maintaining HVAC, plumbing, and electrical systems.
- **Appliances:** How to operate and maintain kitchen appliances, laundry equipment, and other household devices.

- **Safety and Emergency:** Implementing fire safety procedures, managing home security systems, and maintaining a list of emergency contacts.
- **Home Maintenance:** Conducting seasonal maintenance tasks and keeping the home pristine.
- **Energy Efficiency:** Implementing energy-saving practices and utilising smart home technologies.
- **Regulatory Compliance:** Navigating HOA or local council regulations and ensuring compliance.



BUILDING YOUR LEGACY

Success in this role demands more than technical skill and organisational prowess; it requires a deep commitment to your employers' and their households' well-being and happiness. Key traits for a successful House Manager include:

- **Adaptability:** Quickly settling into your role and understanding the unique dynamics of the household.
- **Leadership:** Maintaining a cool head and clear thinking to manage the household efficiently.
- **Rapport:** Establishing a positive relationship with staff and contractors is crucial for seamless household operations.
- **Trustworthiness:** Earning the trust of your employers by demonstrating reliability and discretion.

BRINGING VALUE AND JOY

Ultimately, the measure of a House Manager's success lies in their ability to bring harmony, joy, and added value to the lives of those they serve.

It's about creating a lasting impact, fostering lifelong associations with colleagues, and ensuring the household runs efficiently and with warmth and heart.

For those aspiring to excel in this noble profession, remember that your role is much more than a job—it's a calling to make a significant difference in the lives of others.

Whether managing a grand estate in the Country or overseeing a seaside villa, your contribution is invaluable.

I extend an invitation to connect to those seeking to delve deeper into the art and science of household management for ultra-high-net-worth families.

This is not for the faint-hearted, but to get your lion's share from the upcoming market; for this vocation, I am here to support you.

Together, we can explore the nuances of this rewarding career path and ensure you're equipped to meet and exceed the expectations of the world's most discerning families.

For inquiries or further information, please feel free to reach out. Let's embark on this journey of excellence and service together.

<https://linktr.ee/butlercoachprem>

Below is my recent project in Zurich –I compiled a household manual for a title family. ■

IHCL

TAJ

SELECTIONS

GINGER
A TATA Enterprise

VIVANTA

Ginger Hotel, Dibrugarh, Assam

IHCL has inked a deal for its inaugural hotel in Dibrugarh, Assam, under the Ginger brand. The establishment will be a Greenfield project, operating on a fully fitted lease. Its design will embody the brand's lean luxe concept and commitment to delivering a dynamic, modern, and seamless hospitality experience to patrons. Strategically situated at KC Gogoi Path in the heart of the city, the 77-key hotel enjoys proximity to Dibrugarh Airport and key tourist attractions. Among its highlights, the hotel will boast Qmin, an all-day diner serving an enticing selection of both global and local delicacies. Additionally, guests can avail themselves of a state-of-the-art fitness center and well-equipped meeting rooms during their stay.

Sterling Athirappilly, Kerala

Sterling Holiday Resorts, launched Sterling Athirappilly, redefining upscale hospitality with an aspirational and experiential retreat in Kerala. This marks Sterling's eighth resort in the state with a bouquet that covers, hill stations, backwaters, jungle, heritage and waterfront properties in Alleppey, Anaikatti, Athirappilly, Guruvayur, Munnar, Thekkady, Vythiri and Wayanad. Sterling Athirappilly is located on the banks of the Chalakudy River. Sterling Athirappilly boasts of lavish rooms and open-plan studio-style suites, offering unrivalled views of the Chalakudy River and the greenery of the Western Ghats. Each accommodation boasts exquisite furnishing and opulent interiors. From the beautiful Indulge Suite with a Jacuzzi to the expansive 2-bedroom Presidential Suite with a waterfall-view balcony, every lodging ensures a pleasant stay.

South Kerala specialities and popular international favourites are available at the gourmet restaurant – Waterfront, which provides indoor dining and spills out onto a riverside patio for a lovely outdoor dining experience. Enjoy far-stretching views of the hills from the rooftop infinity pool. Relax at The Hornbill – a unique library-lounge with notable literature on the local flora-fauna. Or choose to follow the in-house naturalist on nature treks and bird-watching trails. The hotel can host business conferences and intimate Destination Weddings at 'Confluence', the 1,000 sft conference room and on the lawns.



Ramada by Wyndham Kathmandu Dhumbarai, Nepal

Hotel Ltd, a hotel development and investment company based in Nepal, is set to sign a franchise agreement with Wyndham Hotels & Resorts for a new hotel development under the midscale Ramada by Wyndham brand in Kathmandu, Nepal. Proposed hotel is situated just 3 kms from the Pashupatinath Temple a UNESCO world heritage site and 4.5 kms from the Tribhuvan International Airport and have great views of the Kathmandu Valley. Expected to open in 2024, Ramada by Wyndham Kathmandu Dhumbarai will have a modern design 109 contemporary rooms and a host of amenities including a lobby lounge, an all-day dining restaurant & bar, health club, spa, swimming pool, meeting room and a business center. Once fully operational, the hotel will generate additional direct employment for more than 100 people in the city of Kathmandu.

Seaside Resort, Dwarka

Signum Hotels and Resorts, a rapidly expanding hotel management firm in India, signed its third property in Gujarat—a beachfront resort in Dwarka. Located along the pristine Dwarka Beach, the resort is designed to provide a harmonious blend of tranquility and comfort for discerning leisure guests. The anticipated opening is set for Q4 2024, with the resort situated just 25 meters from the beach, offering beachside experience. With 30 rooms spanning two categories, an all-day dining restaurant, a bar, and a banquet venue, the Signum resort aims to deliver an exceptional coastal retreat. Key attractions in Dwarka include the Dwarkadhish Temple, Bet Dwarka, Nageshwar Jyotirlinga, Rukmini Devi Temple, Dunny Point, Gomti Ghat, Sudama Setu and many more.





Jamal Ali Sha , Executive Chef, Jaisalmer Marriott Resort and Spa

The Jaisalmer Marriott Resort and Spa has appointed Jamal Ali Sha as its new Executive Chef. Jamal brings with him a wealth of experience, having worked with renowned establishments for over a decade in India and abroad. Sha will play a pivotal role in further elevating the resort’s already impressive culinary offerings. Acute attention to detail has been the cornerstone of his success and he attributes this learning to his peers and well-wishers.



Prakash Shankar, GM, Lyfe Hotels, Bhubaneswar

Lyfe Hotels appointed Prakash Shankar as General Manager for their recently launched hotel property in Bhubaneswar, Odisha. Shankar brings an abundance of experience spanning around 22 years in the hospitality industry. He has been associated with globally renowned hotel brands with a proven track record of successfully pre-opening, rebranding and managing operations across India. Shankar will be overseeing a wide range of tasks aimed at ensuring the efficient and effective functioning of the hotel and delivering high-quality guest experiences in his new role. In the past, Mr. Prakash Shankar has worked with Taj, Marriott, Zuri, Carlson & Radisson in different roles and capacities.



Nikhil Rao, Chief Marketing Officer, Mars Wrigley India

Mars Wrigley India, the chocolate and confectionary segment of Mars Incorporated in India appointed Nikhil Rao as its new Chief Marketing Officer (CMO) recently. In this key leadership position, Nikhil will steer the marketing vision, spearhead strategic initiatives, and direct the end-to-end execution of Mars Wrigley’s portfolio strategy in India. He will be based in the Gurgaon corporate office and will report to Tamer Kadry, Country General Manager, Mars Wrigley India. Nikhil joins Mars Wrigley India from Mondelez where he was the VP, marketing for Mondelez Southeast Asia (SEA). Nikhil is an alumnus of IIT, Madras, and IIM, Calcutta.



Garima Singh, Director, Sales and Marketing, The Den, Bengaluru

The Den in Bengaluru has appointed Garima Singh as the Director of Sales and Marketing. Boasting an impressive background in the hospitality industry, Garima brings a wealth of knowledge and expertise to her crucial role. With an extensive 13-year tenure in the hospitality sector, Garima Singh has successfully served a diverse range of premium clients across the country, achieving noteworthy milestones in her career. Her appointment underscores The Den’s commitment to attracting top-tier talent and further elevating its status as a premier luxury destination.



Santosh Thorat, Front Office Manager, InterContinental Mumbai

InterContinental Mumbai appointed Santosh Thorat as the new Front Office Manager recently. Thorat has an expertise and a proven track record of elevating guest experiences to a greater height. A Hotel Management graduate of Mumbai University, Santosh started his Front Office Career with Renaissance Mumbai Convention Centre Hotel and has worked with many renowned hospitality brands. At InterContinental Marine Drive Mumbai, Thorat will be responsible for overseeing the front office operations, ensuring seamless check-in and check-out experiences, and spearheading initiatives to enhance guest satisfaction.

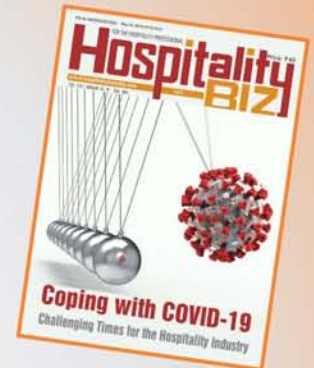


Ena Roy, Director, Operations, Sheraton Grand Bengaluru

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center appointed Ena Roy as the new Director, Operations. With over 21 years of experience in leading hospitality brands like ITC Hotels and Hyatt Hotels, Ena is a seasoned professional known for her expertise in managing hotel room operations. Her appointment strengthens the hotel’s leadership team, highlighting its commitment to providing exceptional guest experiences. In her most recent role as Director of Rooms at Four Seasons Hotel Mumbai, Roy played a vital role in the phased renovation of the hotel. She meticulously oversaw recruitment and training while ensuring the seamless operation of the Front Office, Concierge, Housekeeping and Spa.

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Contact Us

Ajay Wadode: +91 80871 27814
ajay.wadode@saffronsynergies.in

Jagdish Patil: +91 8007992422
jagdish.patil@saffronsynergies.in

For Subscription

Gauri Sawant: +91 8369080796 | gauri.sawant@saffronsynergies.in