

### Apeejay Surrendra Park Hotels plans to double number of properties by 2025

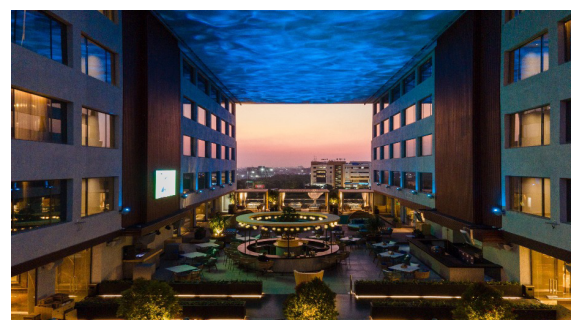
Apeejay Surrendra Park Hotels Ltd plans to more than double the number of its properties to 50 by 2025, according to company Chairperson Priya Paul.

The company, which currently has 23 hotels with 1,934 rooms in total, plans to add over 1,640 rooms to its portfolio through properties in various destinations, including Pune, Amritsar, Srinagar, Dimapur, Darjeeling and Port Blair. "We are looking at having 50 hotels by 2025," Paul told when asked about the company's expansion plans post-Covid. While the company has opted for an asset-light model, she said, "We will be building some of our own, that's a combination. That's the strategy we've identified for ourselves."

The company's owned properties are less than 50 per cent of its total portfolio of hotels. Its brands include 'The Park', 'The Park Collection', 'Zone by The Park' and 'Zone Connect'.

On the recovery from the pandemic, she said occupancies have been at a 90 per cent rate.

"This Q1 and H1, I think it's a record. It's been really good for us. We feel that it is sustainable growth, demand is strong and it will just keep on going over the next few years," Paul said.



### Tamara Leisure expects 3-fold growth this fiscal

Hospitality firm Tamara Leisure Experiences expects its business to grow three-fold in the current fiscal, compared to pre-pandemic levels, amid easing of travel restrictions, according to the company CEO Shruti Shibhulal.



The company is looking at inorganic expansion through acquisitions across its affordable, mid-segment and leisure businesses across India as well as overseas through internal accruals, Shibhulal told.

"Due to COVID, there was instability... This year we are expecting to hit about three times the number that we hit in 2019-20. Take the cut-off as March," she said on the sidelines of Entrepreneur Annual Conclave.

Tamara Leisure operates in three segments -- luxury resorts, business hotels and mid-segment.

"... We are seeing a very different behaviour from the last few years. I would say between 2019 and 2023 we have grown about 10 times," Shibhulal said.

Besides organic expansion, the company is looking to expand the business both within the country and overseas through acquisitions. "We are looking at Lilac Hotels, which is our mid-segment hotel, there we look at a minimum of 50 keys. For O By Tamara, we look at a minimum of 100 keys," she added.

### HC directs MBMC to demolish unauthorised portions of the Seven Eleven star-grade hotel

The Bombay High Court has ordered the demolition of the unauthorised portions in the Seven Eleven star-grade hotel situated at Mira Road.



Upholding contentions in a public interest litigation petition that the hotel was constructed in a no-development zone but had got additional FSI by paying premium fraudulently, the HC

directed the Mira Bhayandar Municipal Corporation (MBMC) to demolish the excess portions within two months.

A division bench of Chief Justice Dipankar Datta and Justice M S Karnik while hearing the PIL filed by Fayyaz Mullaji, a resident and activist from Mira Road, was informed by advocate Rakesh Agarwal that the commencement certificate issued for constructing the basement-plus-ground-plus-four-storey structure on the plot of land measuring more than 14,000 square metres was done in violation of the Mira-Bhayandar development plan.

### IFF bets big on plant-based concepts for F&B innovative solutions

International Flavors & Fragrances (IFF) bets big on plant-based concepts for food and beverage innovative solutions. Among the novel developments in this area are the high protein milkshake, active nutrition bar, plant-based patty which is a meat alternative - soy protein-based and the mango mania beverage.

At the recently concluded Fi India, held in Bengaluru from September 21 to 23, the company displayed its products. "We have been focusing on natural products and meat alternatives. The Covid-19 pandemic and the vegan trend that has caught on, IFF decided to cater to the growing consumer demand," said a company spokesperson.

### Space dedicated to food and beverage companies in malls on the rise post-pandemic, says report

A report by JLL revealed that F&B space allocation in some shopping malls has risen to 25-30%, from 12-15% during the pre-Covid period. However, the allocation may vary from region to region.

The report says that the strategy behind this was to enhance the overall appeal and brand mix of the mall.

DLF Avenue mall in Delhi's Saket area, for example, has dedicated 28-30% of the gross leasing area to F&B brands, including casual and fine dining restaurants, bars, and cafes spread over three levels.

"F&B has become a critical differentiator and sometimes also acts as an anchor to enhance the overall tenant mix," said Rahul Arora, head of retail services and office leasing advisory, India regional managing director, Karnataka and Kerala, JLL.

