

March 10 ,2014

Greetings !

It gives me great pleasure to announce the first issue of the **SIHRA newsletter** for the year 2014-15. We expect this issue to be circulated by April 15 2014.

It is our endeavor to keep our esteemed members abreast with the latest news and developments in the hospitality industry especially with reference to our region, best marketing practices, experts' comments etc.

We would also like to provide you - our members - a platform to voice your opinions and views on any topics of common interest such as

1. Innovative schemes adopted to improve sales and revpar, customer satisfaction and retention – F&B , room sales etc
2. Problems in operations – inequitable taxation , regional policies , stringent regulations
3. Man Management
4. Achievements and awards etc.

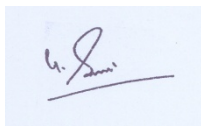
We would be grateful if you could send in your contributions with relevant photographs etc on or before 15th of month.

The material may be sent by email to sihra1950@gmail.com or post / courier to SIHRA Secretariat, Chennai (address given below) as per your convenience.

Let us work together to ensure a magazine of good quality and consistency that will promote the image of SIHRA and its members amongst the industry and the Country.

Please do feel free to get in touch with the SIHRA office for any further clarifications.

With best regards



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