



# **Convention Organising Committee**

#### Chairman

Shri D.V.S. Somaraju

### **Organising Secretaries**

Shri M. Balakrishna Reddy

Shri S. Venkat Reddy

#### Committee

Shri Subir Bhowmick

Shri B. Jagdish Rao

Shri N.K. Rama Murthy

Shri M. Narendar Reddy

Shri T. Srinivas Sampath

Shri B.R. Rao

Shri Reginald Corbett

Shri Madhu

Shri Chinnapa Reddy

Shri Subbaraju

Shri Mahesh Bollaki

Shri J. Girish Grover

Shri Kranthi Yadav

Shri Nitin K Bhatt Shri Mohan Chandra

Shri Srinivas Lahiri

#### Convenors

Shri S.K. Hari Arumugam

Shri M.S. Nagaraju (Epicurus)

# **Executive Committee SIHRA**





# **President's Message**



#### **President of Honour, SIHRA**

Shri M.P. Purushothaman

### **President, SIHRA**

Shri K. Syama Raju

### **Vice Presidents, SIHRA**

Shri K. Murali Rao

Shri K. Nagaraju

Shri Subir Bhowmick

Shri Suresh M Pillai

### Hon. Secretary, SIHRA

Shri T. Nataraajan

#### Hon. Treasurer, SIHRA

Shri M. Chakravarthy

### **Executive Committee Members, SIHRA**

Shri R. Srinivasan

Shri Suresh R Madhok

Shri M. Venkadasubbu

Shri P.C.M. Santhanam

Shri K. Ravi

Shri B.D. Prabhushankar

Shri S. Basavaraj

Shri S.K. Hari Arumugam

Shri P. Venkataramana Babu

Shri M. Balakrishna Reddy

Shri D. Srinivasan Shri D. V.S. Somaraju

## **Special Invitee**

Shri R. Prabhakar

# Secy. General, SIHRA

Ms. Elina Maller

**Advisor, SIHRA** Shri R. Rangachari

#### Dear Friends,

I have great pleasure in welcoming you all for the Annual Convention of the South India Hotels & Restaurants Association at Hyderabad from 2nd to 4th July, 2015. SIHRA is pleased to hold this prestigious event for the first time in the historic city of Hyderabad. We were overwhelmed by the enthusiasm and co-operation by the Hoteliers and Restaurantiers of Telengana and Andhra Pradesh and the relentless efforts by Hospitality fraternity to make the event a grand success.

We are organizing interesting tours to Ramoji Film City, City and Shopping tours for delegates and their families.

From the Brochure and Registration form, you will notice that the theme of the convention chosen by the committee is 'REDEFINING HOSPITALITY.

MONETISING TOURISM.' You will appreciate that to the context of changing Technology, Human Resource Management, New Concept in F&B and Restaurants, the business session will be deliberated in depth by the distinguished speakers which will be interesting and educative. There will be an interactive session with the Government both Central and State adding a new dimension to our relationship with them.

We would appreciate your early response by returning the Registration form duly filled in so that we can take care of your accommodation and other arrangements.

With best wishes

**K. Syama Raju**President – SIHRA

# Namaste... Namaskara... Namaskaram... Vanakam

The land of South India is renowned for its rich cultural heritage and amazing natural beauty. The South Indian culture is essentially the celebration of the eternal universe through the celebration of beauty of body and motherhood, which is exemplified through their dance, clothing, music, art sculptures and also their recipes. The traditional music of South India is known as Carnatic music.











Bharatanatyam (Tamil Nadu)

Kuchipudi (Andhra Pradesh)

Kathakali (Kerala)

Carnatic music is distinctly vocal in its emphasis and is "sung". Usually performed by an ensemble of musicians the performances are entrancing and soulful.

The inspirational temple sculptures of and the mural paintings of temples also stand as a testament to the distinct style of South Indian culture. The paintings of Raja Ravi Varma are considered classic renditions of many a scenes of South Indian life and mythology. The temple at Srirangam is the largest functioning Hindu temple in the world, while Rameswaram is considered as one of the holiest temples in India and Tirupati is the most visited and richest.

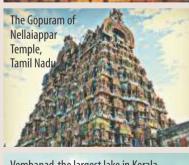
South Indian women traditionally wear a Saree while the men wear either a white Pancha or a colorful Lungi with typical batik patterns.

The popularly spoken languages in South India are the Dravidian languages, but some communities like the Konkani speak languages other than Dravidian. The languages mainly spoken in south India are Tamil, Kannada, Telugu, Malayalam, Konkani and Tulu.

Rice is the staple diet, while fish is an integral component of the coastal South









Indian meals. Coconut is an important ingredient in Kerala whereas Andhra Pradesh cuisine is characterised by pickles and spicy curries. Hyderabadi cuisine, a legacy of the past is popular for its Biryani. Dosa, Idli, Uttapam are popular throughout the region. There are large coffee estates in southern Karnataka and parts of Kerala and Tamil Nadu with their own distinct flavor and aroma.

South India has a tropical climate and is famous for its flora and fauna. South India has a flourishing evergreen vegetation. The Western Ghats are full of moist deciduous forests, tropical dry forests, dry deciduous forests and thorny scrub forests.

South India has a varied geography including hills that serve as a cool summer resorts; beaches that are breathtaking and tranquil; rain forest areas that are green; delta areas which are fertile and also forest which are dense.

South India's rich industry and agriculture is growing and developing at a faster rate than the rest of India and its unique culture is distinct from anywhere else in the world. Come Experience the Delightful South, its culture, sound and taste.

# **About Hyderabad**

# **Amazing Is The City.** Warm Are Its People.

It's a city known for its pearls...It's a city admired for its cosmopolitan culture...It's a city which has a cuisine that's unique and all its own.

Welcome to Hyderabad - the 34th largest city in the world and the 4th largest in India.



Salar Jung Museum







**Hussain Sagar Golkonda Fort** 

**Outub Shahi Tombs** 

yderabad, the common capital city of the states of **Telangana and Andhra Pradesh** is a city that has a rich cultural tradition of over 400 years and has many things to offer you. From historical monuments to natural beauties to modern research centres and IT parks...the city of Hyderabad will amaze you. Ruled by the Qutub Shahis, the city has a history of over 400 years. The capital **Bhagyanagar** was named after the royal beloved Bhagyamati, who later as the wife of Quli Qutub Shah became Hyder Mahal and the city Hyderabad was born. The official language of Hyderabad is Telugu but the city is a melting pot of languages including Marathi, Kannada, Urdu, Hindieven Parsi. While English is  $used for official \, and \, commercial \, purposes, most \, people \, understand \, Hindi \, and \, Teluqu.$ 

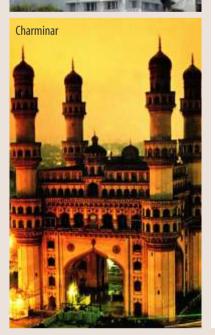
Hyderabad is well known for its salubrious climate for most parts of the year. In pure weather terms, the climate may be termed as tropical; wet and dry. Rains lash Hyderabad between June and September with May being the hottest month and January the coldest.

The must visit places from a Historical and tourist perspective are Charminar, Birla Mandir, Qutub Shahi Tombs, the Golconda Fort. Mecca Masjid and the Salar Jung Museum.

The Charminar was constructed by Qutub Shah. The monument was intended to serve as a Mosque and Madraasa. This landmark has become a global icon of Hyderabad, listed among the most recognized structures of India. The area surrounding Charminar is also known by same name.

The Golconda fort is one of the charms of Hyderabad a capital of Andhra Pradesh. The word Golconda is derived from the telugu words "Golla" and "Konda" which means Shepards hill. The best thing about this fort is when you clap at the entry gate it can be heard





guite clearly at the top of the hill.

Birla Mandir is situated on the Naubath Pahad and is called a white marvel. It is a Hindu temple of Lord Venkateshwara and you can find a statue of Lord Venkateswara.

The environmental attractions include the Osman Sagar lake, the Hussain Sagar lake with the statue of Buddha in the middle and the Shamirpet lake.

The modern attractions include the iconic Hi-Tec building which was the first of its kind which rolled out a carpet to global IT companies making Hyderabad a well known name in international IT circles and which today is lovingly called Cyberabad.

Cyberabad is home to many five star international class facilities including gaming zones, themed restaurants, cuisines which range from the authentic Hyderabadi to Mexican to Spanish to Italian and English. From Starbucks to Dunkin Donuts to KFCs, the Hyderabad of today is a completely global city.



## **Convention Venue**



The Taj Krishna on Banjara Hills, Road No. 1, Hyderabad, is one of the most distinguished addresses in the city. Its proximity to the business district has furthered the Hotel's reputation as the epicenter of Hyderabad with its graceful architecture blending aesthetically with modern facilities. Along with its repertoire of renovated features, the hotel offers a perfect blend of contemporary comfort and stylish sophistication. With The Chambers – the city's exclusive power statement; the newlyupdated Deluxe Rooms, the in-house lifestyle store Taj Khazana and Golden Dragon, the hotel has unarguably become Hyderabad's most-preferred address offering the finest accommodation for discerning heads of state, corporate czars, celebrities and Royalty traveling to India. Indeed, it is a tribute to hospitality and service, complimenting the broad boulevards and leafy splendors of Hyderabad.

#### **Hotel Address**

Road no 1, Banjara Hills, Hyderabad - 5000 034 Tel:+914066292323,Fax:+914066661313 www.tajhotels.com/tajkrishna krishna.hyderabad@tajhotels.com tkhresv.hyd@tajhotels.com



## **Theme and Business Sessions**

The theme of the convention is **Redefining Hospitality. Monetising Tourism.** Eminent Speakers from the Indian tourism industry and officials from various tourism and related ministers will take part in various sessions.

The topics for discussion include - Online business-impact of technology in the Hospitality industry & role of Travel Trade; F&B, new concept based restaurants, Restaurant chain; HR Practices In Hospitality, cost cutting, Sustainability of labour; Branding Budget Hotels, Franchise; Projects (new methodology) & sourcing, Role of Young Entrepreneur; Role of Government in formulating policies for Hospitality.



## **Travel Arrangements**

Delegates will be provided courtesy transfers by coach from - Airport/Railway Station to their respective Hotels, Hotels to the convention venue and vice-versa, as per designated time schedule only.

You are requested to kindly indicate your arrival and departure timings in the registration form to facilitate the convention secretariat to provide necessary help.



# **Convention Secretariat - Hyderabad**



#8, Raj Bhavan Road, Somajiguda, Hyderabad. Ph: +91 40 2332 5678,6613 5678, Fax: +91 040 2339 4411, Mob: +91 98856 18920.sihrahyd2015@gmail.com

# **Convention Secretariat - Chennai**



**The South India Hotels & Restaurants Association** M-1 'Prince Centre', 709-710, Anna Salai, Chennai - 600 006. Tel: 91 44 2829 7511, 2829 7512. Tele Fax 91 44 2829 7510 e mail: support@sihra.in | www.sihra.org



17:00

# Thursday, 2<sup>nd</sup> July 2015



18:00 18:30 Receiving the guests and dignitaries in a traditional way accompanied by **Nadeswaram and Band.** 

#### Followed by:

> Traditional Welcome Dance

Inauguration ceremony at Taj Krishna

- > Invocation
- > Inauguration address
- > Key note address
- > Vote of thanks
- > National Anthem
- > Cocktails/Dinner



# Friday, 3<sup>rd</sup> July 2015

## **PRELUNCH BUSINESS SESSION**

09:00 - 10:00	<b>Registration</b> for local delegates-Taj Krishna
10:00 - 11:15	Discussion on <b>"Online Business - Impact of technology in the hospitality industry &amp; role of Travel Trade"</b>

Chairperson: Mr. Sherwani, MD, Sherwani Hospitality Ltd

Speakers: 1. Mr. Sangeeth Seth, OHR

2. Mr. Ravishanker, Revenue Manager – GRT

3. Representative from Make My Trip.com

4. Ms. Anu Priya Ghosh, Revenue Manager, West Inn

11:15 - 11:30 Coffee Break

Discussion on **"F&B,** new concept - based restaurants, Restaurant chain." 11:30 - 12:50

Chairperson: Mr.SPJain, CMD. Pride Hotels

Speakers: 1. Mr. Hemant Oberoi, Consultant, Taj Hotels

2. Mr. Mahadevan, CMD, Oriental cuisines, Chennai

3. Mr. Madhav, Former Principal, IHM, Hyderabad

12:50 - 14:00 Lunch

#### **POST LUNCH BUSINESS SESSION**

14:00	-	15:45	Discussion on "HR Practises In Hospitality, Cost Cutting, Sustainability of labour"
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Chairperson: Mr. Ralin Gomes, GM HR, Taj Hotels

Speakers: 1. **Mr. Madhupal**, HR Manager, Novotel

2. Mr. Vijay Cherian, Marg Hospitality, Cochin

Proceed to respective hotels to freshen up before proceeding to **Ramoji Film City** 15:45 -16:45

16:45 19:00 **Sightseeing of Ramoji film City** and witness Music Performance

22:00 Cocktails/dinner 19:00

22:00 Coaches leave for respective hotels

Redefining Hospitality. Monetising Tourism. Redefining Hospitality. Monetising Tourism.







# Special Programs for Spouses, Friday 3<sup>rd</sup> July 2015

10:30 - 12:30 at Katriya Hotel & Towers

Cookery Classes & The Grace of Taramati - exclusive dance classes

Note: Spouses are requested to register their names at the time of registration to enable committee to make necessary arrangements.



# Saturday, 4<sup>th</sup> July 2015

### **PRELUNCH SESSION**

Discussion on "Branding Budget Hotels, Franchise"

Chairperson: Mr. Ajay Bakaya, Sarovar Group Of Hotels

Speakers: 1. Mr. Ashok Anantharaman, GRT Hotels & Resorts

2. **Mr. Mohan Kumar,** Ex-CEO & Consultant, Roots Corporation (Taj Group)

- 11:45 Coffee break 11:30

Discussion on "Projects (new methodology) & sourcing, Role of Young Entrepreneur" 11:45 - 13:00

Chairperson: Mr. Anoop Bali, Senior General Manager, TFCI

: 1. Mr. Balakrishna Reddy, Bliss Hotel, Tirupathi

2. **Mr. R Srinivasan**, Radha Regent, Chennai

3. Mr. Tharun Giri, MD, Windflower Spa& Resorts

4. **Mr. Gopinath COO**, Regent Group of Hotels

13:00 - 14:00 Lunch

## **POST LUNCH SESSION**

14:00 - 15:30 Discussion on "Role of Government in formulating policies for Hospitality growth"

Chairperson: Ministry of Tourism, Govt. of India

: 1. **Secretary (Tourism),** Govt. of Telangana

2. **Secretary (Tourism)**, Govt. of Andhra Pradesh

3. **President**, Telangana Hotels Association

4. **Mr. Shoeb Samad,** Regional Director, Tourism

4. Mr.G. Kamala Vardhana Rao, Secretary (Tourism), Government Of Kerala

15:30 - 17:30 Return to respective hotels

Leave respective hotels by coaches for closing ceremony 18:30

Coaches leave for respective hotels 22:00



HOTEL

Taj Krishna

Taj Deccan

# **Hotels At Hyderabad**



Taj Banjara Double Rs. 4500/-Hotel Green Park Rs. 4000/-\*\* Single Double Rs. 4000/-\*\* Rs. 5000/-\* Hotel Marigold Single Double Rs. 5000/-\*

NKM Grand Single Rs. 2300/-\*\* Double Rs. 2800/-\* Rs. 2250/-\*\* Hotel Inner Circle Single

Double

Rs. 2750/-\*\*

The special rate includes room and breakfast. Taxes will be extra as applicable.

The special rate includes room breakfast and all applicable taxes.

Accommodation will be allotted on first - come - first - serve basis. Delegates have to pay the extra amount directly to the hotel.



Redefining Hospitality. Monetising Tourism.

Redefining Hospitality. Monetising Tourism.



# **Transport**

## The Committee have negotiated the following special rates for Spouses & Kids for tours within city limits:

For 4hrs/40 kms

Rs.1300/-\* Innova A/C Indigo/Verito Rs.1000/-\*

For 8hrs/80 kms

Innova A/C

Rs.2200/-\*

Indigo/Verito

Rs.1600/-\*

For 12hrs / 120 kms

Innova A/C

Rs.3000/-\*

Rs.2200/-\* Indigo/Verito

## Yadagirigutta Temple special darshan package (to & fro):

A/C 40 Seater Bus Rs.20,000/-\* A/C 22 Seater Bus Rs.12,000/-\* Innova A/C Rs.3,000/-\* Indigo/Verito Rs.2200/-\*

Please inform us in advance along with the registration.

For any other special requirements please contact the Convention Secretariat at **sihrahyd2015@gmail.com** 

## Sponsors:

















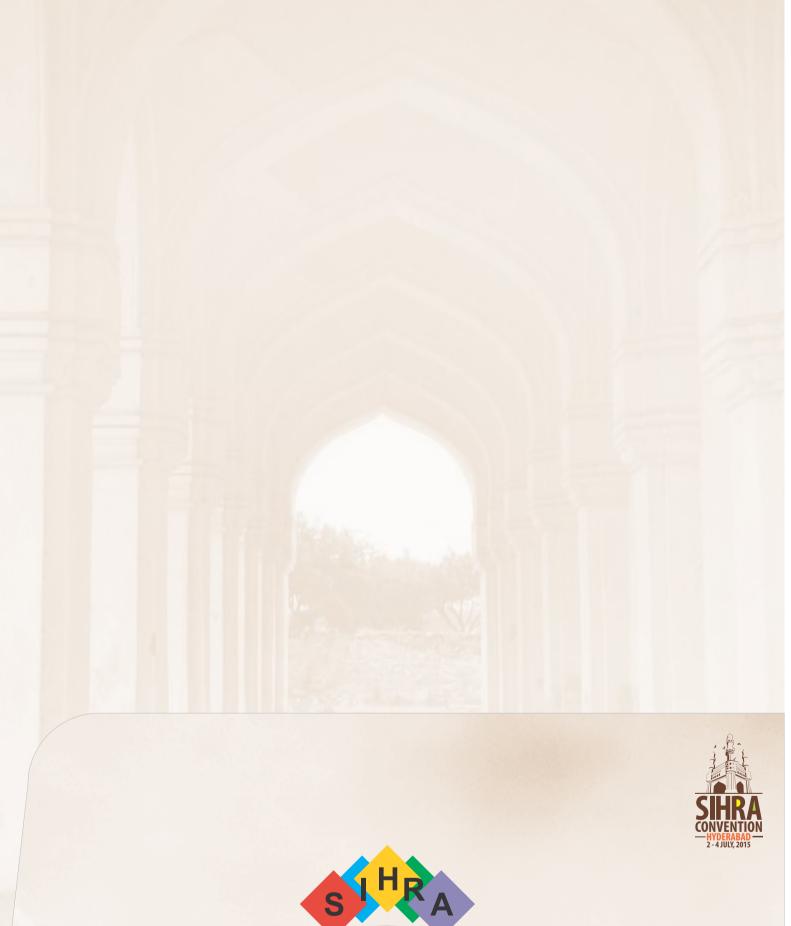


## Media Partner:



Note: You can also download e-copy of the Convention Brochure and Registration Form from the following link - www.sihra.org

Redefining Hospitality. Monetising Tourism.





<sup>\*</sup> Service Tax Extra.