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News

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SIHRA CONVENTION COMES TO MADURAI



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ABOUT SIHRA

SOUTH INDIA **HOTELS AND RESTAURANTS** ASSOCIATION

South India Hotels and Restaurants Association (SIHRA) was incorporated in 1951 with an objective to encourage, promote and protect the interests of member establishments. It has been rendering professional advice and assistance from time-to-time to all its members, on topics of vital importance.

SIHRA, now more than six decades old, is a pre-eminent trade association for the hospitality industry in Southern India, comprising the states of Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and the Union Territory of Puducherry.

It has over 1,200 hotel and restaurant members from the smallest stand-alone restaurants to the largest five-star deluxe hotels. SIHRA constitutes the southern region of the country's apex hospitality

trade association- Federation of Hotel & Restaurant Associations of India (FHRAI), which presently has a pan-India membership of around 4000.

It takes up the causes of its members with various state governments as well as with other bodies, and acts as the official spokesperson of the hospitality industry in South India. It also acts as an advisory body to the state governments in South India towards formulating their respective tourism policies.

The association regularly conducts professional development programmes and workshops to enhance the existing professional knowledge and productivity skills of the staff to enable them to keep pace with rapid developments in the hospitality industry.

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12



14

September-October 2018 CONTENTS

12

Madurai to host SIHRA's Annual Convention 2018

The Association's Convention is scheduled to be held from October 4-6 in Madurai. Here is a brief on what delegates can look forward to

14

Unity in Strength

Members of SIHRA, in light of the upcoming convention, explain how an event of this scale is beneficial to the industry in the region

18

Quarterly report card

Spokespersons of hotels tell us how the previous quarter was for them in terms of profit earned and challenges faced

21

Radisson invests big in tech

Raj Rana, Chief Executive Officer – South Asia, Radisson Hotel Group, on what's on the cards for the group and how technology is going to play a pivotal role in times to come

22

Devoted to well-being

Industry spokespersons talk about the rising significance of health and wellness in today's fast-paced life and how they ensure guests are at ease when staying with them

Cover Image

Meenakshi Amman Temple, Madurai, Tamil Nadu

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32

There's more to come...

Rattan Keswani, Deputy Managing Director, Lemon Tree Hotels, talks about the group's landmark achievement of getting an approval from SEBI for rolling out an IPO, while speaking more about the group

43

Convention registration form

Those interested are requested to tear-off and duly fill the form to register for the annual convention in Madurai



22

18



32

SIHRA

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K. Syama Raju
President
SIHRA

Dear fellow members,

SIHRA Annual Convention 2018 is scheduled to be held in Madurai from October 4-6. The theme for the Convention this year is 'Together for a better tomorrow', with the underlying principle of 'Unity is Strength'. It will have business sessions on relevant and interesting topics, and the panel discussions will have notable personalities deliberating on pertinent issues. I extend an invitation to each and every one of you to join us and participate in this prestigious event and make it a grand success.

This year, we have witnessed one of the worst natural disasters of our time- the unprecedented rain and floods that ravaged the state of Kerala. We stand in solidarity with the people of Kerala and extend our sympathy to all those who have been affected by this tragedy.

The World Travel & Tourism Council (WTTC) report states that India is expected to be the third largest travel and tourism economy in the world in 2028, in terms of direct and total GDP. It also mentions the fact that the tourism infrastructure needs to be worked on. The Indian government has recognised this and has taken steps towards strengthening and improving the infrastructure. One such effort is the connectivity offered by the UDAN scheme, which aims to make 45 unserved/underserved airports functional.

SIHRA organised three FSSAI training programmes this year, of which two were held in Chennai and one in

Hyderabad. The Association is committed to ensuring that food safety training programmes are carried out at regular intervals in partnership with FSSAI.

With regard to GST, the hotel industry has been given some much-needed relief now that the tax will be levied on actual tariff. Another good news regarding cable TV tariff is that TDSAT has confirmed that hotels and restaurants are to be treated as ordinary subscribers, required to pay cable TV charges on a par with what is payable by domestic consumers. FHRAI has been successful in its effort to ensure this.

We are confident that the hospitality industry will continue to grow, and we look forward to a successful and buoyant end to 2018.



I extend an invitation to each and every one of you to join us and participate in SIHRA's Annual Convention and make it a grand success



With kind regards,
K. Syama Raju
President
SIHRA

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StayWell announces first southern Park Regis and Leisure Inn

StayWell Holdings has announced the launch of Park Regis Aveda, Kumarakom, and that it will further expand its Leisure Inn portfolio in India with the opening of Leisure Inn VKL Kochi that is scheduled to launch in the last quarter of 2018. While Park Regis Aveda is a 44-room property that offers private cottages and villas among other facilities, the soon-to-open Leisure Inn will be a 53-room hotel located in one of the principal tourist destinations of Kerala. Speaking about Park Regis Aveda, **Simon Wan**, President & Director, StayWell Holdings, says, "Park Regis Aveda, Kumarakom, is a great addition to the StayWell portfolio with its prime location offering an experiential stay for guests." Reiterating the Group's commitment to offering guests a range of options when it comes to business and leisure stays, Wan adds, "Kochi is a metropolitan hub of Kerala and Leisure Inn will offer a unique experience to tourists and business travellers in the region. We will continue to look for opportunities to expand our brands, both in India and internationally."



A new address in Bengaluru

Sheraton Grand Bangalore Hotel at Brigade Gateway and Brigade Hospitality have added yet another venue to their portfolio with the launch



OYO launches new brand - Palette Resorts

OYO Hotels has forayed into the upscale hotels category, starting with a stellar range of resorts christened as Palette Resorts. The brand will offer exclusively-designed staycations for those in search of an intuitive experience at competitive prices. This move comes after OYO has successfully gained a stronghold in the budget and mid-market categories.

of The World Café. The café features passionately-created signature items like single origin coffees, refreshing smoothies, and quick bites. The place is conceptualised with the need to have an outlet for informal meetings where guests can start their day with a healthy breakfast, and stop by for delicious lunch and scrumptious evening snacks to end their day.

SIHRA President felicitated by Puducherry association



K Syama Raju, President, SIHRA, visited Puducherry on July 7, 2018, where he was received and felicitated by the office bearers of Hotels Association of Pondicherry. An association of classified hotels in the union territory of Puducherry, Hotels Association of Pondicherry addresses the issues faced by the industry here and facilitates exchange of best business practices among members. It also works actively with the government to promote Puducherry as a destination, working tirelessly for the hospitality industry here.



Renaissance Hotels debuts in South India

Renaissance Hotels has announced the opening of the Renaissance Bengaluru Race Course Hotel. With 276 modern and artfully designed rooms, the Renaissance Bengaluru Race Course Hotel offers an unsurpassed view of the Bangalore Turf Club. Spread over 12,680 sqft of indoor and outdoor space, the property features the brand's signature REN Meetings programme with state-of-the-art audio-visual technology. Here, guests can experience a global hospitality brand.

Lords Hotels & Resorts plans southern India expansion

Lords Hotels & Resorts has decided to switch its expansion drive into top gear to become a 40-property chain by the end of FY2020. With the demand for hotel rooms outpacing supply, the hotel chain is not only aiming at increasing its footprint at a faster rate but is also looking to venture into new geographies and focus on niche segments. "We have identified potential projects in the South where we see tremendous growth in the coming years," says **PR Bansal**, COO, Lords Hotels & Resorts.



Courtesy: Kerala Tourism

KTM Society sets up task force to help flood victims

Kerala Travel Mart (KTM) Society, the apex body of the travel and tourism industry in the state, has set up a task force to carry out the relief and rehabilitation work and support the huge task of rebuilding the lives of the flood-hit people of Kerala. As many as 28 organisations in the tourism sector have been brought under the ambit of this task force, which, apart from concentrating on the relief and rehabilitation work, will also focus on creating awareness on the need to contribute generously to the Chief Minister's Distress Relief Fund (CMDRF) for the flood-affected people.

The task force has already sent teams for clean-up operations in various places and successfully roped in around 1500 people to carry out the relief and rehabilitation work in Munnar and nearby tourism spots, which are prime destinations of Kerala. It has been decided that every organisation under the task force and its workers would give away a day's earning to the CMDRF, **Abraham George**, convenor of the task force that has been set up for the effort, said.

"The relief work is going on in full swing and the members are doing an excellent job under the guidance of **Baby Mathew**, President, KTM Society and Chairman, Task Force," said George.

To start with, seven teams have been deployed for clean-up work in Paravur, Aluva, Chengannur, and Munnar. As the next step, the task force will mount a campaign to create awareness among the business community on the need to contribute generously to the CMDRF, thereby joining the mission of rebuilding the lives of people who have lost everything in the devastating deluge.

Other than this, the team will act as a facilitator to make available the basic necessities gathered from different parts of the country to those still staying in the camps and also those who have returned to their homes. It will also help pack neatly the relief materials that have reached the state for distributing them to the beneficiaries. The task force members are making use of their contacts to support the rehabilitation work and also raise donations for the Chief Minister's Distress Relief Fund.

FOSTAC training organised by SIHRA in Chennai

A training programme on food safety, guided by FSSAI's FOSTAC initiative that aims to encourage safe and hygienic food among all, was conducted by **Dr Pasupathy** of Parikshan on August 10, 2018. Pasupathy, an eminent scientist and food safety expert, was assisted by **Veena Murali**, Director, Operations, Parikshan. The programme was held at Hotel Radha Regent in Chennai, and was attended by delegates from the hospitality industry. Food safety is of paramount importance and FOSTAC certification is now mandatory for all Food Business Operators (FBOs). All FBOs can send food safety personnel for training. Additionally, any individual who intends to start a food business or is already in the business can register for the course. SIHRA aims to organise more such programmes throughout the southern Indian states.



Sheraton Grand Chennai Resort & Spa opens with 125 keys

Marriott International has opened the Sheraton Grand Chennai Resort & Spa located along the East Coast Road of Tamil Nadu. The hotel features 125 guest rooms appointed with all of the Sheraton brand's signature amenities and services, including a premium sleep experience. Food and beverage consist of two distinctive restaurants and a lounge bar, along with the signature Shine Spa for Sheraton, the Kids Club, a recreational

club, and the Sheraton Fitness Studio. "The opening of the Sheraton Grand Chennai Resort & Spa underlines our focus on enhancing and building Marriott's resort portfolio within India. We will continue to cater to our ever-expanding customer base with sophisticated hotels that offer spectacular architecture," says **Neeraj Govil**, Area Vice President, South Asia, Marriott International.



Gokulam Grand partners with Preferred Hotels & Resorts

Gokulam Grand Hotel & Spa, Bengaluru, has been accepted into membership of Preferred Hotels & Resorts as the newest experience available within the Preferred Hotels & Resorts Lifestyle Collection. The Collection represents premier global properties that offer engaging stays and memorable moments. **Baiju Gopalan**, Executive Director, Sree Gokulam Chit & Finance Company, says, "We understand that we need strategic partnerships to leverage international travel markets, distribution systems, and loyalty programmes. Preferred Hotels & Resorts was the ideal choice for us to go global."

Marriott International unifies its three loyalty programmes

For the first time since Marriott acquired Starwood Hotels and Resorts in 2016, its three loyalty programmes – Marriott Rewards, which includes The Ritz-Carlton Rewards, and Starwood Preferred Guest (SPG) – will operate under one set of unified benefits and one currency spanning the entire loyalty portfolio of 29 brands and more than 6,700 participating hotels in 130



countries and territories. Members can now combine their separate programme accounts into one to take advantage of Marriott's loyalty programmes offered worldwide. Members now earn on average 20 per cent more points per dollar spent and have their Elite status recognised consistently at every hotel as they indulge in the elevated benefits they've earned. Additionally, members now have the added convenience to book stays throughout the portfolio. "We merged the incredible earning and redeeming power of Marriott Rewards with the phenomenal Elite benefits of SPG to create one of the richest travel loyalty programmes," says **David Flueck**, Senior Vice President, Global Loyalty, Marriott International.

Together in the future

K Syama Raju, President, SIHRA, is exuberant about the Annual Convention in October. Sharing an insight into the event, he speaks of the benefits and opportunities it provides to help shape the hospitality industry in the South.

GIVE US AN INSIGHT INTO THE ANNUAL CONVENTION.

The SIHRA Convention 2018 is being held in Madurai, Tamil Nadu, from October 4-6, 2018. It is the first time that a convention is being held in Tamil Nadu. The theme for this year is 'Together for a Better Tomorrow', with 'Unity is Strength' as the underlying principle.

Great things have been achieved when individuals come together for a common cause and this convention aims to promote the sharing of information and new ideas between hoteliers. This will also help the hospitality industry grow to the next level.

The Annual Convention will bring together individuals from allied sectors and members of the hospitality fraternity, and it will be the largest

business and networking platform in the hospitality sector in the region.

HOW BENEFICIAL IS A CONVENTION LIKE THIS TO THE INDUSTRY?

Conventions such as this are an important platform where all stakeholders can come together to share their opinion. It also facilitates sharing of new ideas and rethinking of the old way of doing things and conducting business.

Today, technology plays a major role in hotel operations and has opened an array of options.

In light of the same, one of our business sessions at the SIHRA Convention is devoted to the possibilities that open when technology and entrepreneurship come together. The session will help delegates understand these

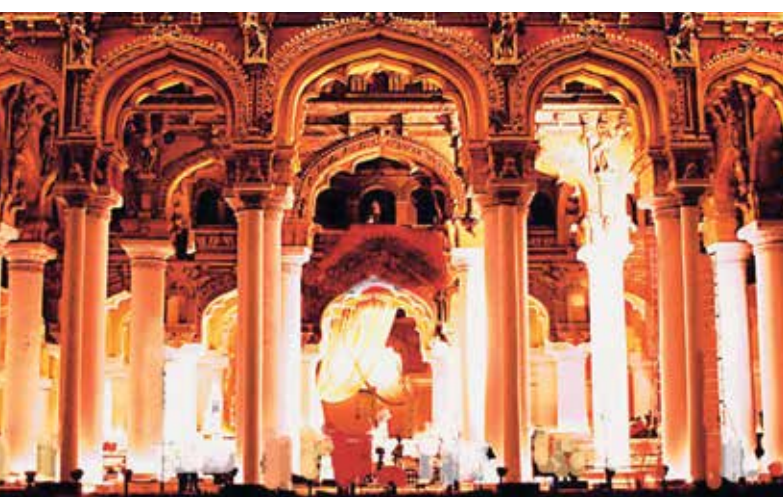
possibilities and help them innovate on them. It will also help the hospitality industry take a quantum leap into the future.

WHAT'S YOUR TAKE ON THE PERFORMANCE OF SOUTH INDIAN HOSPITALITY IN THE LAST QUARTER?

Natural disasters, like the unprecedented floods that ravaged Kerala and Coorg, did have some impact on the hospitality industry in the region.

However, domestic tourism is on the rise, and with more and more Indians travelling within India, we expect a good performance in the future.





Madurai to host

Being held from October 4-6, 2018, SIHRA's Annual Convention is a significant step towards bringing together all the southern states of India, providing abundant opportunities for the growth of the hospitality industry in the region.

South India Hotels & Restaurants Association (SIHRA) will be hosting its annual convention in the land of the famous Meenakshi Amman Temple – Madurai in Tamil Nadu. SIHRA works towards protecting the interests of hoteliers and restaurateurs in South India, and the annual convention serves as a platform to showcase the contemporary trends, cutting-edge technologies, and international best practices in the rapidly-growing hospitality industry.

strategies that are of benefit to the industry in the South.

This convention shall bring together individuals from varied sectors and is aimed at interlinking the common areas of interest within them, giving them the perfect networking platform as well. The sectors concentrated upon for this year's convention are emerging trends, culture and culinary arts, new trends in the beverage industry, women leadership in the hospitality industry, etc.

While Courtyard by Marriott, Madurai, will be the venue for the business sessions along with cocktails and dinner for the first day of the convention, Fortune Pandiyan Hotel and The Gateway Hotel, Pasumalai, will host the dinner and cocktails on day two and three of the event, respectively.

Alongside the convention, a trade show featuring the latest products and technologies in hospitality will also be held. The stalls will

“

This is one of the most eagerly anticipated events in the regional industry's calendar

”

The SIHRA Annual Convention is the single largest business and networking platform in the hospitality sector that helps brainstorm on the various policies and programmes affecting the sector. It fosters innovative ideas and suggestions to take the hospitality industry to the next level. The theme for this year's convention is 'Together for a better tomorrow', a motto that will help unite all southern states in creating a platform of coordination to power through challenges and create a think tank that helps innovate on



SIHRA's Annual Convention 2018

be in close proximity to the venue, with wide visibility and coverage. This will present delegates with an opportunity to stay abreast of new hospitality solutions, source them, as well as build a vendor database.

Exhibitors will range from commercial kitchen and bakery equipment, F&B service and consumable products, and housekeeping products & services to hospitality engineering & IT products, and building & interior products.

Delegates are also welcome to register for the post-convention tours – a four-day, three-night tour that will take them to Kanyakumari, Rameswaram, Tanjore, Gangaikonda Cholapuram, Poompuhar, and Tiruchirappalli; a two-day, two-night trip in Kodaikanal and other day trips to Tiruchirappalli, Thiruchendur, and Rameswaram.

"The SIHRA Annual Convention is one of the most eagerly anticipated and prestigious events in the regional industry's calendar. We are the voice of the southern hospitality industry and provide a connection between the hospitality industry, political leadership, academics, regional associations, and other stakeholders. I welcome you to the SIHRA Convention and I look forward to meeting you all in Madurai," says **K Syama Raju**, President, SIHRA.

About Madurai

Madurai is one of the major cities in the southern Indian state of Tamil Nadu. A culturally-rich city that has traces in history since times immemorial, Madurai has been governed, at different times, by a number of dynasties and empires. It has a number of historical monuments, including the Meenakshi Amman Temple and the Tirumalai Nayak Palace, while also being an industrial and educational hub of the state.

Unity in Strength

SIHRA Convention 2018 is scheduled to be held from October 4 to 6, 2018, in Madurai. Members talk about their expectations from the convention and how a conclave of this scale helps in shaping South India's hospitality industry.



Courtesy: Taj Krishna, Hyderabad



SK HARI ARUMUGAM

**Managing Director, Poppys Hotel and
Chairman, Convention Organising Committee
SIHRA Convention 2018**

It is my privilege to be the Chairman of this convention, ably supported by K Syama Raju, President, SIHRA; PCM Santhanam, Chief Patron and my colleagues on the Executive Committee. SIHRA is the voice of the southern hospitality industry and provides an interface between the hospitality industry, political leadership, academia, regional associations, and other stakeholders. At the state level, the Association has all registered regional associations as its members. This ensures that our interests are addressed and protected both at the national and the state levels. In three words, SIHRA is about service, knowledge, and fellowship. The Association has been a silent operator over the last several years, working tirelessly to defend the interests of its members, be it the MRP issue, ramifications of GST, FSSAI, or the liquor ban to name a few. The

success of these achievements was our unified commitment and common objective.

The logo of the convention, with six tiles depicting famous landmarks of the southern states, has very aptly been chosen to ensure the harmonious blend of traditional and modern cultures in building our hospitality and tourism industry. It is in complete synchronisation with the mission and goal of SIHRA, and the theme of this convention – Together for a better tomorrow. SIHRA Convention 2018 also looks at connecting all the South Indian states and to enable varied opportunities while exploring the hospitality and tourism fraternity. It is our objective that each fellow member be an integral part of this movement, empowered with a forum to voice concerns and have problems redressed, and to facilitate every member to

be able to take advantage of this event and enterprise.

Each of our members has a unique identity and affiliation, permitting one to acquire a host of new business contacts, network, and share kinship with fellow members sharing a common philosophy. It is an environment to network with our partners in the government, have a free-flow of ideas and knowledge, as well as be made aware of any new policies and endeavours being formalised. While we believe in unity within the community, it is as important that we develop and cultivate a relationship with our associates - the government. Such conclaves strengthen and restore relationships and culminate in communal service, knowledge and fellowship, and this will translate into the development and growth of the South Indian hospitality industry.

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K MOHANCHANDRAN

**Director - Operations, Taj GVK Hotels & Resorts and
General Manager - Taj Krishna**

Our business is getting increasingly challenging. On the guest front, there is an increased need to customise products, services, and experiences for each guest; the days of one-size-fits-all are over. On the employee side, skill is not easily developed, and a millennial workforce needs to be kept highly engaged and motivated to enable them to deliver the right experiences to our guests. Technology has become critical to attract

and retain guests and needs constant investment and updating. Pressure to deliver returns consistently is also there. With all this, a forum like the SIHRA Convention is best to deliberate on such issues and hear from others in the industry how they may be finding solutions. Thus, one can learn and take back ideas to try and implement.

For starters, the SIHRA Convention is a good

business networking platform. You can meet policymakers, senior professionals from the industry, entrepreneurs, and experts. This in turn provides a good platform to share experiences of what has worked and what could be better, to share lessons from past challenges, and so on. The convention will also showcase trends and best practices that will be of benefit to all attending.



D SRINIVASAN

**Managing Director
Annapoorna Group of Hotels**

I would much appreciate if all the members of SIHRA and prospective new members from the South could attend the convention to bring about a grand success of the event. This convention would facilitate a personal interaction with each other, thereby helping in bringing about new ideas for implementation in our business. The seminars should be arranged to improvise and develop our business requirements and in turn improve the tourism of our beautiful country. This will create more awareness amongst the inbound foreign tourist.

With the present laws and regulations being imposed in business, we foresee much difficulty in business and its development as well. Hence, we must come together to find a suitable solution and proceed with an uptrend in business. This is the first time the SIHRA Convention is taking place in the South (Madurai). This will be very helpful to our fellow business members to showcase the potential of the industry and tourism places in the South, and understand the potential of setting up new hotels and restaurants as well.

There are many hotel and restaurant owners in the South, unaware of the benefits of being enrolled in SIHRA, as well as the guidance and development SIHRA could extend to them for the benefit of their business. The highlights of being members should be made available. SIHRA will benefit from such enrolment of new members to improve the strength of the Association. If the entire South is well-coordinated and brought together in membership, the southern region will be the largest of the four regions.



VINEET CHOPRA

**General Manager
Country Inn & Suites by Radisson, Mysuru**

SIHRA is an excellent platform to bring together southern states of India. This year's convention should further strengthen the existing networking/collaboration and garner visibility for the huge untapped potential in our region. The opportunity to interact one-on-one and tap on the best practices across regions

shall further strengthen business and overall be a beneficial engagement.

The impact of tourism on a destination's social and economic well-being is well documented. Developing destinations with innovative new ideas and tourism infrastructure is the key to growth.

South India witnesses a diverse set of tourists, from adventure-seeking travellers to those looking for spirituality. Some even come for medical reasons. It also has a large set of value-seeking groups of tourists who look at a comfortable stay for a reasonable rate. SIHRA acts as an interface to align the views across the spectrum.

News on the Move

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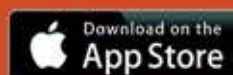


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Quarterly report card

As the present quarter comes to an end, hotel spokespersons look back at the performance of their properties, challenges they faced in business, and how they coped in this dynamic market segment.

Anupriya Bishnoi



Courtesy: Vasundhara Sarovar Premiere - Vayalar, Kerala



SWARUP DATTA
Regional Director - South
Sarovar Hotels & Resorts

Occupancies have grown in most key markets. Strong business demand has also been observed from most industry sectors, driving demand for weekday hotel accommodation in the city centre or smaller micro-markets with large urban centres. Airline passenger load factors have been high and ARR growth has been muted due to increased market share of competition and

available hotel supply being absorbed. In the leisure market of Kerala, there has been no growth due to the Nipah virus scare which led to business from GCC countries being affected. Puducherry and Chennai East Coast Road registered robust gains. In my opinion, ARR will remain market-driven and hotels will compete on achieving a fair market share.

The mix of business and leisure travel has been generated during the last quarter. Domestic leisure travel peaks during this quarter as it coincides with school holiday season. Specific business-driven markets experience higher demand due to project or infrastructure activity in that region. The quarter-on-quarter growth in revenues has been between 8-12 per cent, depending on specific markets.

JAYAKRISHNAN SUDHAKARAN

Director of Sales & Marketing – Chennai Cluster
AccorHotels

Traditionally, South India has been a popular tourist destination for both domestic and international travellers, given the abundance of natural beauty from scenic hill stations to tranquil beaches coupled with a rich cultural heritage with several tourist attractions.

However, in the last decade we experienced our guest mix evolve to include a diverse combination of MICE, corporate, and business travellers, especially with the exponential growth of IT hubs and industrial belts across cities such as Bengaluru, Hyderabad, Chennai, and Kochi.

This evolution in the guest mix has resulted in healthy occupancy rates year-round.

Talent acquisition and retention have always been

major challenges for the hospitality industry at large. Identifying the right talent, encouraging them to build a successful career path while empowering them with relevant training and guidance is intrinsic to driving

great guest experiences and ensuring all AccorHotels' guests 'Feel Welcome'.

All our endeavours are focused on serving the best to the guest, be it leisure or business travellers.



Courtesy: Novotel Chennai Chamiers Road Hotel

RAHUL KANUNGO

General Manager
UK 27 The Fern, Belagavi

UK 27 The Fern, Belagavi, is a brand-new property of the region, commissioned in the month of April 2018. This is typically a low ebb month for the region, however, the property started with a decent occupancy and an ARR of more than ₹4000. In the first quarter we saw a marginal upward growth though the

ARR took a reverse mode. With the upgraded marketing initiative and reinforced sales team, the months that followed looked better. Also, the product, coupled with a motivated team, helped in converting quite a few accounts from competition.

In the first quarter, the biggest challenge faced by Belagavi was

relocation of flights to Hubli due to the recently-introduced UDAN project, where all flights, barring the lone flight operated by the national carrier, relocated to Hubli. With constant effort from the corporate house and the trade committees, Belagavi airport is set to receive at least five to six flights in the near future.





ARINDAM SARKAR

General Manager

The Fern Residency - Yeshwanthpur, Bengaluru

The hotel is strategically located with 64 well-appointed rooms and four banquet halls with modern comforts. Due to our locational advantage we get a lot of business. The hotel is only 30-40 minutes' drive from the international

airport and a few minutes from the railway station.

We have an aggressive marketing policy, which ensures we have a competitive advantage year-round. Also, we have the backing of a strong group,

and the sales and marketing team comes up with innovative ideas and solutions that help in improving room revenues. We have tie-ups with a lot of travel portals and get a steady flow of business from them. We also market our banqueting facilities aggressively. By adopting such strategies, we make sure that we have good occupancies year-round.

Due to all our efforts, we have improved significantly in terms of occupancy and ARR.

Currently, we are operating at 65 per cent occupancy with good ARR for the property. There are many stand-alone hotels around the property and the rate-war is an issue. Expenses such as electricity cost, manpower cost, etc., are also really high.



Vidhan Soudha, Bengaluru



VINOD KUMAR

Director of Rooms

Bengaluru Marriott Hotel Whitefield

Bengaluru Marriott Hotel Whitefield is ideally situated close to corporate offices, attractions, and entertainment centres. In the past quarter of this year, the market saw an increase in the supply of 586 keys along with an addition of new hotels in the beginning of the second quarter. The growth of seven per cent in the volume in the months of April and June mitigated the offset in occupancies in May.

Though this quarter generally witnesses a slowdown in transient travel, at Bengaluru Marriott Hotel



Whitefield we witnessed an increase in demand through long-stay groups and project movements which facilitated weekend occupancies while weekday occupancies increased by two per cent as opposed to the previous year. Overall, the transient segment helped push

the ADR, which resulted in a three per cent growth in the same as opposed to last year by close of quarter. This ADR growth in transient was aided by a six per cent growth through the corporate segment while the retail segment saw a two per cent growth.



Courtesy: Radisson Noida

Radisson invests big in tech

Raj Rana, Chief Executive Officer - South Asia, Radisson Hotel Group, talks about the exciting times that lie ahead for the group post rebranding and how it looks forward to embracing technology in times to come.

Anupriya Bishnoi

Tell us what's new at Radisson Hotel Group.

Radisson Hotel Group has embarked on a five-year plan which is focused around technology, where the brand is investing in technology to drive the top-line of our hotels.

Also, to make sure the new loyalty name, Radisson Rewards, is well-accepted by guests, we are steadily growing, adding seven to nine hotels each year and signing 14-15 hotels. We look forward to adding more hotels on the leisure as well as business front.

Any particular brand you are concentrating on for expansion?

Our core brands - Radisson Blu, Radisson, and Radisson RED have high acceptability due to their high brand recall in the country. In secondary and tertiary markets, Country Inns & Suites by Radisson as well as Park

Inn by Radisson are well-embraced and they provide good returns to investors.

Do you see a trend on the cards in the industry?

After several months of occupancy gain, rate is growing, which is very important for the industry and because once the rate grows, then the bottom margin increases. It's time India benefited from this upcycle which I expect to be strong for the next four to five years. Fortunately, the excess supply has been absorbed.

I read from some industry statistics that for the next few years, the supply is likely to grow by eight per cent, but demand is growing to grow by 12 per cent and this gap of about 4-4.5 per cent should continue to yield better margins, especially with recovery which is going to be average rate-led.



“We are investing in technology to drive the top-line of hotels”



DEVOTED TO WELL-BEING

Nourishing food and good hospitality help weave a blanket of well-being. In this feature, hoteliers share trends in the wellness industry and how it is a segment that is fast gaining ground.

Kanchan Nath



RAME GOWDA

General Manager
Shreyas Yoga Retreat, Bengaluru

A GREATER SHARE OF THE REVENUE PIE

Shreyas Retreat has been recognised as a destination wellness retreat with more than 70 per cent of guests landing in Bengaluru to check-in directly at Shreyas and go back home on completion of their stay. We have succeeded to some extent in getting the recognition as a destination wellness retreat with continuous marketing promotions.

The wellness market in India has been growing at over 15 per cent over the last five to six years. Earlier, the wellness packages used to contribute about 20 per cent of the overall revenue and today, we have about 60 per cent of the revenue coming from various wellness packages.

THE CORRECT NATURE OF FOOD

Growing, harvesting, cooking, serving, and eating are divine processes. How we grow, cook, what we cook, and how we serve are important in equal measure. We aim to follow certain yogic principles with regards to food - food must be seasonally grown, fresh, light and nutritious.

NUMBERS SAY IT ALL

The resort has been doing reasonably well with an average growth of 15-20 per cent in revenue

every year over the last four years. Occupancy was at 51 per cent in 2018 and 44 per cent in 2017, ARR was at ₹28,593 in 2018 and ₹25,382 in 2017, and RevPAR was at ₹14,349 in 2018 and ₹11,062 in 2017. The busiest months are November to March.

MIX OF GUESTS

Close to 88 per cent of our occupancy comes from international guests; domestic guests contribute only 12 per cent. We received guests from 54 countries last year. To summarise, Europe contributed 36 per cent (UK alone 22 per cent), North America was at 21 per cent, Oceania was at six per cent, Asia at five per cent, the Middle East at 16 per cent, Africa at four per cent, and domestic guests at 12 per cent.

WELLNESS IN WELL-BEING

Wellness at Shreyas is the state of well-being at all levels of one's existence that include physical, mental, emotional, intellectual, and spiritual. Modern lifestyle has alienated man from nature; man is so obsessed with success and is so destination-focused that he has lost the sense of balance and well-being and seeks pleasure in material comforts to pamper.



DID YOU KNOW?

Cinnamon, the ancient healing spice, helps regulate blood sugar and soothes the nervous system



ANAND NAIR

General Manager

Vasundhara Sarovar Premiere - Vayalar, Kerala

UPASANA AYURVEDA & SPA

Vasundhara Sarovar Premiere has entered into an association with The Arya Vaidya Pharmacy, Coimbatore, a reputed Ayurveda firm, to manage the Upasana Ayurveda & Spa. The 5000 sqft spa encompasses eight well-equipped therapy rooms with four Ayurveda treatment rooms and four Western therapy rooms, including a couple's massage room with jacuzzi and attached steam room. The Arya Vaidya Pharmacy was founded by late Arya Vaidyan P Rama Warriar, a renowned physician trained in age-old traditions of Ayurveda. It manufactures around 400 therapeutic formulations in the two GMP-certified manufacturing units. It is the first company in South India to gain government GMP certification for production standards under the WHO guidelines for Ayurveda.

TALKING NUMBERS

We started our operations effective April 2012, and the year 2017-18 was our best year of operation

as we generated our highest revenues. We registered a growth of nearly 21 per cent over 2016-17. Even in terms of occupancy we registered a growth of 14 per cent over 2016-17. The busiest months have always been from December to February. The ARR has been ₹5938 (2016-17) and ₹6129 (2017-18) while RevPAR has been ₹2909 (2016-17) and ₹3446 (2017-18).

MIX OF GUESTS

Historically if we see, we have been getting more domestic guests than international. The ratio would be 70:30. We do get international tourists from Europe, the Middle East, the Far East, North America, and Australia. The top international countries have been Germany, United States, United Kingdom, and Saudi Arabia.

HEALTH, THE NEW WEALTH

Wellness tourism is getting better year after year. Health is now becoming the new wealth for the modern era. This is the best time for luxury brands to get into the wellness industry. People are increasingly displaying their wellness mainly through social media, in ways that they might have shown off their luxury gadgets or luxury cars. Natural elements like trees, water bodies, gardens, diverse vegetation, etc., can promote human well-being. The integration of nature into towns and cities has secondary benefits that contribute to better health and sustainable societies. A shift to sedentary indoor lifestyle has distanced modern man from nature, depriving him of the health benefits associated with natural light, greenery, etc.



DID YOU KNOW?

Spiritual awakening is an intensified perception that makes the world brighter and more fascinating



ABHILASH K RAMESH

Executive Director
Kairali Ayurvedic Group

CUSTOMISED TO REQUIREMENTS

Being intact with nature, the Ayurvedic healing village provides an endless list of USPs, everything being personalised and customised according to the body requirement of each guest. The food provided here is 100 per cent organic. Every ingredient used is grown in-house along with products and medicines. It has its own state-of-the-art setup for medicines and products just 40 kms from the resort, and most of the food ingredients are grown at the property or around it.

ON AN UPWARD SWING

The healing village is steadily rising with a year-on-year growth recorded at 16 per cent. A total of 30 villas are available accommodating 60 people at once, with single occupancy average room rate being ₹15,186 while the ARR for a double room is ₹16,256. RevPAR for single and double occupancy moves between ₹8,000-10,000. Though demand for Ayurveda is high through the year, the most demanding months are from November to February.

RISE IN DOMESTIC GUESTS

The domestic contribution has risen astonishingly from 28 per cent in 2015-16 to 46 per cent in

DISTILLING COMPLEX MALADIES

Today's era has become more of a mechanised era with so much dependence on technology. We all are slowly disconnecting ourselves from our body, especially the millennial section of the society that is driven by work goals and adapts to unhealthy eating habits. Most of our guests who are in their late 30s and early 40s suffer from imbalances in the cardiovascular system, increase in cholesterol, and high sugar levels. Women in that age group have the highest number of PCOD or PCOS, ageing problems, poor digestive system, and even pregnancy related troubles as the stress level is too high and tends to wear down the systemic level of the body. Unequivocally speaking, Ayurveda shines in its capacity to distil a host of complex maladies into an elegantly simple collection of qualitative patterns, which help illuminate a clear path towards healing stress for each individual.

A BUSINESS OPPORTUNITY

Globally speaking, since 2013, more than 16,000 spas have been added in one year itself and in just two years, a high jump of 11 per cent was seen in a number of spas and resorts. The wellness industry is set to achieve a ₹150,000-crore turnover by 2019-20.



DID YOU KNOW?

Ayurvedic healers emphasise the value of regularity in everything, be it rest, play or work



2016-17 and 2017-18. The majority of domestic clientele belongs to the upper section of the society of the age group of 38-plus.

Of our international clientele, the majority of guests are European with more than 50 per cent belonging to Germany or German-speaking provinces. This number is followed by the French-speaking and guests from Canada, US, Russia, Japan, and the Middle East.





PARVINDER BUAL

General Manager

Taj Madikeri Resort & Spa, Coorg

IN TOUCH WITH NATURE

Living in the lap of luxury allows you to live in close contact with nature and gives you the opportunity to explore different choices of alluring cuisines. There is a growing body of evidence indicating that spiritual practices are associated with better healing. People who engage in a spiritual practice often experience lower levels of distress. It's like creating a culture of self-care. Wellness as a concept has been in vogue since ancient times. As more and more people walk into the wellness zone, this is only going to grow. Wellness in today's time is a multidimensional concept and has grown in a healthy manner in the last few years.

ORGANIC AT HEART

Taj Madikeri Resort & Spa is organic at heart and is nestled in 180 acres of a living, breathing rainforest. There are 300-odd species of flora and fauna around, and the resort has its own produce and supply of strawberries, mulberries, honey, avocados, and gooseberries. The spa is built in an unusual design spanning over 30,000 sqft, offering stunning views of the rainforest delving across three levels, which lend to the mystique and charm of the resort.

Our products are created with the purest of ingredients that are 100 per cent natural and rare, hand-blended products exclusively developed for Jiva. They are crafted with an inherent under-

standing of the therapeutic goodness of Indian herbs and rich essential oils. The signature blends are made of traditional herbs, with ingredients known to propagate long-lasting and enriching benefits.

DEVELOPING WELLNESS CITIES

Karnataka is evolving into a wellness destination. Numerous specialty services, different streams of healthcare, state-of-the-art equipment, hospitals of global repute, and an undeniable cost advantage have amped up Karnataka's health tourism prospects.

Right from allopathy to alternate healing like Ayurveda, Siddha, Unani, Naturopathy, spas, and other unconventional forms of therapy, the city has everything on offer. Add to this a salubrious climate that's conducive to healing and recuperation and you have a thorough rejuvenation experience called Karnataka.

Ayurveda is regarded as a life science itself and has found an exponent in Karnataka. Along with a good number of respected practitioners choosing Bengaluru to set up their facility, Karnataka also boasts of some of the most renowned premium Ayurvedic retreats. Mysuru also boasts of having a world-class Ayurveda academy and wellness centre.



DID YOU KNOW?

It is believed that spiritually awakened individuals are generally more content than other people





An opportunity in **MUMBAI**

The Hospitality First Show (THFS), to be held from October 3-5, 2018, will return to Mumbai this year with a marked increase in the number of sourcing professionals estimated to attend the trade event.

The 2017 edition of The Hospitality First Show attracted over 8,500 professionals from hospitality, restaurant, catering, and beverage segments across the HORECA and Alcobev spectrums. The show has since emerged as the most comprehensive hospitality, leisure, and foodservice trade fair with a focus on professional catering equipment, hotel and leisure guest room amenities, as well as interior and design products and services.

The India Hotel & Leisure Show (IHLS) and ninth edition of Restaurant & Catering Show (RECA) under The Hospitality First Show will be held from October 3-5, 2018, at Mumbai's Bandra-Kurla Complex. This edition will also witness an increased number of products on display.

The combined show across two integral sectors of the hospitality and foodservice industry promises to bring 200-250 of the finest brands across categories all under one roof. The event is actively supported by Western India Culinary Association (WICA) and HPMF.

"The exhibition has a clear objective to be business relevant to the supplier ecosystem

serving the Indian hotel and leisure industry," says **Pradeep Gopalan**, Director, Hospitality First India, the show organisers.

This year will witness the launch of real-time Hotel Room Design Concept (HRDC), a novel and engaging concept being introduced by Hospitality First and the Institute of Indian Interior Designers.

Leading architects and interior designers will showcase luxury, designer, value-for-money hotel guest room designs incorporating the five Es - elegance, efficiency, economics, energy efficiency, and eco-friendliness. The India Hotel & Leisure Show is being rolled out under The Hospitality First Show brand.

The existing RECA 2018 edition, being the ninth edition of the show, continues to be held with its identity intact under the umbrella of The Hospitality First Show. With this, The Hospitality First Show will cover the full range of segments within the HORECA industry. "It is a capex and consumables focused show that will truly support the supplier ecosystem in India," says Gopalan.



Guest Column





Priced by

Rupam Dutta, General Manager, Feathers - A Radha Hotel, Chennai, explains how critical to success the location-led price determination of a hotel room is and why it is something that must not be overlooked.

DEMOGRAPHY

The right hotel for the right customer

Metropolitan cities have a different demography. Within a city or town, different locations offer different opportunities. A big metropolitan city can have a range of hotels, from super luxury to economy.

A suburban location or an industrial belt will be better served by a budget or economy hotel. These hotels have a different customer base. A super luxury hotel will have very few takers in a small industrial township. A budget or economy hotel will be accepted and patronised by a larger clientele in the suburbs or industrial townships.

Hotels located near downtown business districts will be of a different category and pricing, compared to a hotel in an industrial area. Based on the location and the product, the pricing is determined. Luxury resorts close to large metropolitan cities tend to do very well, as cities have a base of customers who can afford such luxury.

Earning maximum ROI

We, as a growing economy with large business movement, have multiple segments of travellers from across the world. International hotel companies are now bringing in multiple brands to



“The right positioning and pricing will earn the maximum return on investment”

match these locations in India for the same reason. India as a market is yet to evolve to be viable for several upper-upscale brands. We must make a constant effort to communicate to our travellers on what to expect in each category of hotel, located in a specific destination, so their expectations are always clear.

Building a hotel of the wrong category in a location can unleash a price war and result in hotels losing money. The right positioning and pricing of a hotel will earn the maximum return on investment.

About Feathers - A Radha Hotel

Feathers - A Radha Hotel is a luxury, five-star accommodation that is located just five minutes from Chennai Trade Centre. It has a 9,000 sqft ballroom for large events besides a meeting room and board room for smaller events, adding to a total of 22,000 sqft of events space. The hotel is also easily accessible from Sriperumbudur, Oragadam, Guindy industrial area and SriCity. The hotel also houses a state-of-the-art fitness centre, a lounge bar, as well as a rooftop bar and kitchen from where guests can view the Chennai skyline.

(The views expressed above are the author's personal views.)

Pay for what you book

Haven't we all wanted to book a hotel room for a short while but have been discouraged by the thought of having to book for a duration longer than needed? **Nikhil Gurralla** and **Nihal Gurralla**, Co-Founders of Poby, explain how the App offers the perfect solution to this dilemma.

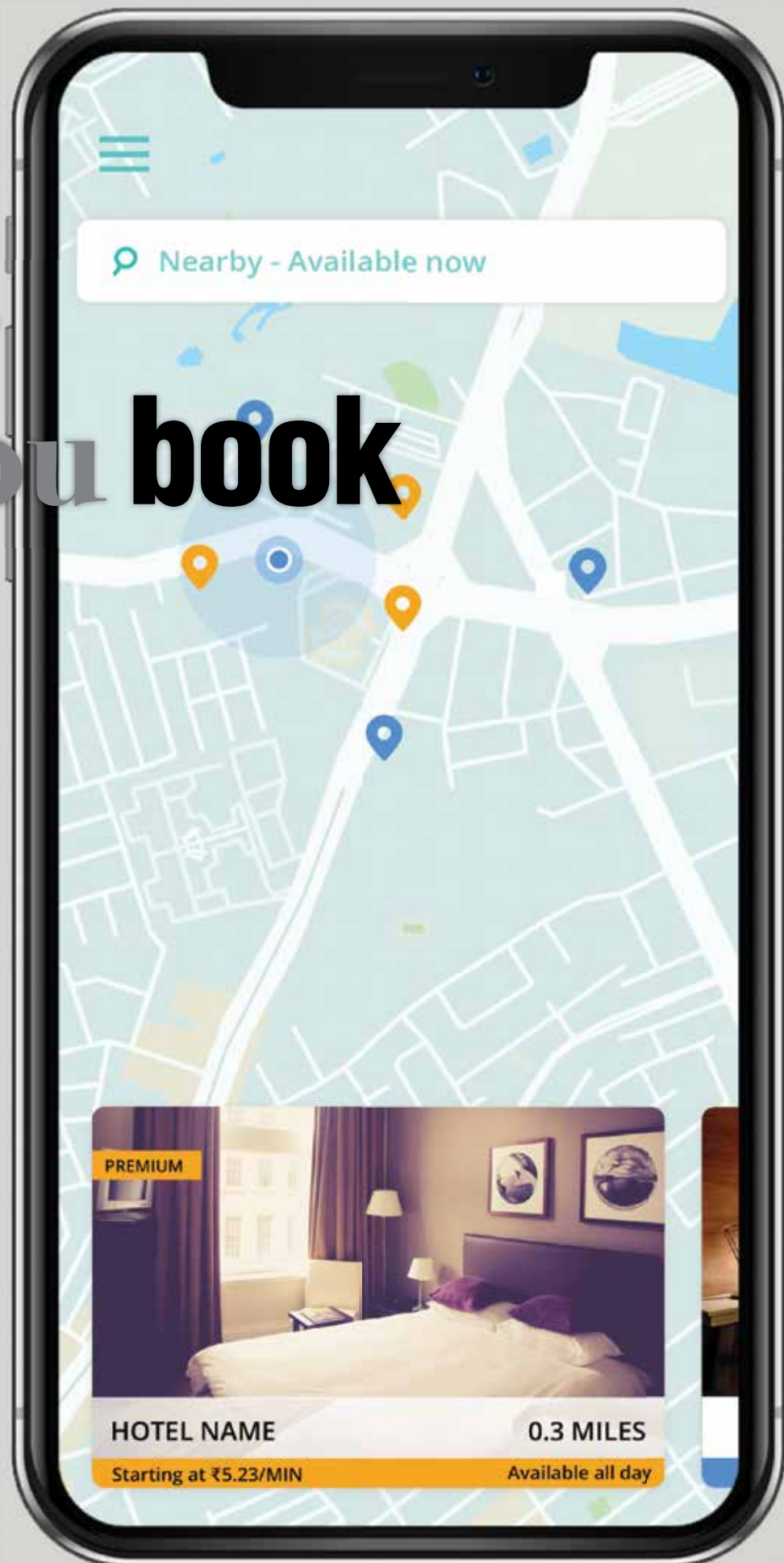
What is Poby all about?

Poby is a hotel booking platform that enables you to book flexible-length stays at the luxury hotels around you, by the minute. You can decide the check-in and check-out time and only pay for what you need, day or night. It's that easy!

Customers use Poby for a quiet, luxurious, and private place where they can take a nap, order room service, make a private call, or recharge between meetings or before evening events. It's a more comfortable and useful alternative to working from a coffee shop or freshening up in an office.

In your opinion, how has the hospitality industry evolved in the last few years?

In our opinion, the hospitality industry has not evolved much. Currently, Indian hotels are at the mercy of banks, with stressed loans going over 63 per cent in the past three years. When added, the gross stressed loan has been estimated at ₹11,000 crore as of March 2018, as per data collected by Prognosis Global Consulting, a leading hotels consulting firm. Why is this



happening? Why has the revenue generation in hotels become stagnant? There are various reasons, but one major reason that has resulted in many hotels going bankrupt is the problem of unoccupied rooms. Indian hotels are unoccupied for at least one-third of the day because of early check-outs and late check-ins. As per reports, about 55 per cent of rooms are vacant during daytime in India, which includes hotels that are otherwise 100 per cent sold out overnight. Most of the time, people stay in these rooms only for a few hours.

Tourists use a room for night stays while business travellers stay till their deal is done. In any scenario, hotel rooms are actually occupied only for a certain number of hours. However, these rooms are allocated for a whole day - 24 hours. So, although the rooms may get an 'occupied' tag, these rooms are actually vacant and can be utilised for more profit.

How is booking with you better than booking directly on the hotel's website?

What makes us stand out is that we charge our customers only for the duration a customer books a room for. We provide 'hotels per minute'. There are plenty of customers that are looking for shorter-than-overnight stays, and we are the solution for those customers.

If we come up with a new OTA similar to MakeMyTrip, Goibibo, Yatra, etc., will the occupancy rate of hotels increase?

No, it won't increase. It is just another regular OTA. Hotels will start seeing higher occupancy and higher revenue when a new set of customers start walking into the hotels.

Who are these new set of customers that you mention?

Those customers are short-term travellers looking for a shorter-than-overnight stay. We are targeting those customers.

As far as technology is concerned, is the Indian hospitality industry on a par with that of other countries?

Where technology adaptation is concerned, we are pretty much on a par with the world. That said, there still are some gaps that we will have to address.

Could you tell us about the booking behaviour of customers who book through your platform?

Our customers are very happy to book through our

App. There are no advance bookings on it. After the booking is confirmed, Pobyt guests are notified that they have 60 minutes of complimentary travel time to reach the hotel.

Check-in time begins once you pick up the keys at the front desk, or 60 minutes after you tap 'Pay Now', whichever comes first. So, all our bookings are going to be last-minute bookings. This way, we can get a better rate from the hotel for its unsold rooms.



NIKHIL GURRALA



NIHAAL GURRALA



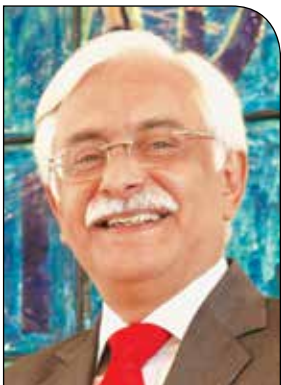
“Pobyt is a hotel booking platform that enables you to book flexible length stays”



Courtesy: Lemon Tree Hotel, Whitefield, Bengaluru

There's more to come...

Lemon Tree Hotels got a nod from SEBI earlier this year for its Initial Public Offering (IPO). **Rattan Keswani**, Deputy Managing Director, Lemon Tree Hotels, talks about this landmark achievement and what it means for the group.



Anupriya Bishnoi

What are the latest happenings at Lemon Tree Hotels?

There are a lot of exciting things happening in the group. The recent one was the successful IPO; we opened hotels one after the other post that. It continues to be that way in the sense that we have about seven to eight openings due by the end of this fiscal. A fair amount of growth will also be seen in terms of inventory. From a managed piece, there are a few contracts in play. The market is firmer now and occupancies are stable even though it's summer. Fortunately, Lemon Tree is still at an occupancy of 75-76 per cent, if you look at a pan India performance. Come October, we should be in for better times.

Your take on the business of serviced residences in India?

The serviced residence business will evolve in India because luxurious, fully furnished accommodations are available in some great condominiums in Noida, Gurugram, and some parts of Delhi. It will get traction. Long stays have faded off. We have seen the elements of these short visits coming in. So, I see it has a bright future.

Which brand of Lemon Tree is doing well?

All our brands have occupancies of over 75-76 per cent. So, I can't say that one brand is better

than the other in occupancy percentage. Obviously, the hotels which are in Tier-I cities, from a gross revenue perspective, will do better since rates are firmer. We have seen growth in Tier-I and II cities being solid.

What kind of challenges do you foresee for the industry?

In the hospitality industry, the challenge lies in the dynamism of the local, economic, and political environment because if anything goes edgy or iffy, the first effect is on the hospitality sector, resulting in a drop in visitations, tourists getting worried, etc. That said, these things can be avoided. Everything else is robust. Things seem to be moving in the right direction. So, if everything seems stable in and around our continent, we shouldn't be worried.

Where is Lemon Tree looking to expand?

We have a development happening in Kathmandu, Nepal. We will go where a larger sect of Indians may want to go. In Sri Lanka, the largest inbound is from India and also in Dubai.

We are focusing on these two locations because we know the strength of the brand will create a market for us without having to work overly hard. We are chasing a few pieces in both these places and look forward to a fruitful gain.

“

Lemon Tree is at an occupancy of 75-76 per cent, if you look at a pan India performance

”

A changing palate

Muthu Kumar, Executive Chef, Novotel - ibis Chennai OMR, talks about the F&B industry in the South and what's in store in the near future as the F&B scene here continues to evolve.

How has the F&B scene in the region evolved?

The food and beverage industry has changed dramatically over the years because of the evolving tastes of guests. As levels of disposable income are increasing, the buying power of the new middle class has increased in proportion. Higher incomes are resulting in a change in consumption patterns. People are slowly becoming more experimental in their food choices and are willing to try new flavours and cuisines. This is an exciting time for the food and beverage industry in the city!

How competitive is the market and how are you standing out?

Novotel – ibis Chennai OMR is not only Chennai's first combo-property, but also has the advantage of being strategically located on the city's Old Mahabalipuram Road (OMR) that is popularly known as the IT Expressway. As people are becoming more experimental in their food choices, we feel that there is a lot of scope to reinvent traditional food as well as introduce new flavours.

At Novotel – ibis Chennai OMR, we understand that the palate of the guest is always changing and we are sensitive towards guest needs. This dynamism in the F&B market right now is what helps us stand out and also allows us to ensure that we create dishes that match the palate of our guests.

How often do you experiment with the menu?

The challenge now is not only to innovate but also to try and provide authentic dishes and flavours with a twist. To satisfy the expectations of today's guests, it is necessary to understand how the traveler is evolving along with keeping oneself updated with the latest trends in the industry. For example, as internet penetration is increasing and more people have access to smartphones, the concept of point-and-shoot has gained popularity. Food now not only has to taste good but also needs to look good. It is therefore important that we not only work towards achieving the right flavours but also ensure that it looks tempting.

What is the biggest challenge you face in business?

Finding the right talent and being able to retain it



remains a major challenge. Considering the shortage of skilled talent in the food and beverage industry coupled with high attrition rates, we believe that reorienting one's human resource strategies to make them more employee-centric is the way to go.

What trends, in the F&B space, do you see overtaking the market?

Food and beverage as part of the hospitality business has taken a whole new shape. A big trend we see right now is the increase in demand for comfort food. Till some time back, essentially Western food was considered to be comfort food. Today, Indian and Chinese food is also coming in the array of comfort food and there is a growing demand for food that is closer to home.

Give us an insight into the F&B industry in the South.

Earlier, the trend was to eat at home, but over the years eating out is on the rise in South India. As people are more exposed to different cuisines and cultures, they are open to trying new flavours. This is one of the most exciting times for the South Indian food and beverage industry and we at Novotel – ibis Chennai OMR are excited for what is to come.



“Higher incomes are resulting in a change in consumption patterns”

Taking care of our sites

India's many tourist sites continue to remain dormant and underutilised. Industry stalwarts explain how government initiatives and partnerships can help tap their potential to the fullest.



DILIP PURI
Founder & CEO
Indian School of Hospitality

A tourism infrastructure strategy which does not include the critical human capital requirements is never going to succeed, and that has been the bane of this industry in India.

Even where we see infrastructure such as new airports, toll expressways, or rehabilitated monuments, the experience is still very ordinary because we have not invested in the human

capital required to manage and sustain this infrastructure. Skill development seems to be about numbers and not quality.

The tourism industry itself has been seen to be a lightweight ministry politically, and so has never had the budget or the aggression in its leadership to push through the benefits of the enormous contribution it makes to employment and GDP.



BHUPESH KUMAR
Managing Consultant
Tourism and Hospitality

I have repeatedly been hearing that "India is a country with huge tourism potential," but its potential has still not been realised. There are some misconceptions around the word 'tourism'. It is always considered something for the rich and that's why tourism hasn't flourished the way it should have. The perception is changing for sure, but not at the speed it should. People today have started travelling and they would need hotels to stay. If we can move away from the idea of considering hospitality or the hotel industry as something to do with 'luxury',

then our country can definitely achieve what it is set out to. 'Tourism' should be treated more responsibly. Having worked with some international tourism boards, I feel the formation of tourism boards as such is very critical. They have the involvement of private sectors in a big way. India is a huge country with its own set of challenges and dealing with all of them in one go is not possible. So, I feel, if we take one city and involve the entire spectrum of safety, environment, etc., then there is a possibility of immense growth.

MANDEEP LAMBA**Managing Director – Hotels & Hospitality
JLL India**

Despite the status of tourism and hospitality in the country being termed as 'luxury', the government enjoys the revenue it gets out of these two sectors.

Yet, in every budget, I sit with a magnifying glass to find the word 'tourism'. There was just one time where the Prime Minister mentioned

it as one of the pillars of the economy and everyone in the industry was jumping with joy, but much hasn't happened post that.

Also, we must get safety and security in place; the last six to seven years have been a disaster. The industry and the government need to draw a comprehensive plan in this regard.



Courtesy: Radisson Blu Resort & Spa - Alibaug

RAJ RANA**Chief Executive Officer - South Asia
Radisson Hotel Group**

In India, we have almost everything. We have mountains, beaches, heritage, spiritual tourism, etc., but you cannot enjoy all this sitting at home. You must move from point A to point B and that's where infrastructure comes into play.

For me, infrastructure is about convenience and cost. If you cannot travel fast from one point to another at a reasonable cost, the entire purpose of the word 'infrastructure' collapses. The point I am making is, when we build a hotel, we look at the infrastructure very closely. However, a lot of

cities in the country are still grappling with the connectivity issue. There are still places in the country where we do not get telephone signals, let alone infrastructure, and we talk about a 'Digital Age'.

If you look at the West, most families travel by road because it's the cheapest. The connectivity of the highways to the hub of attraction is efficient and highways have inexpensive hotels. You must get away from the city centre and start building subsidised hotels.





AASHISH GUPTA

Founder, Strategy Pluto and
Consulting CEO, FAITH

Around five years ago, India ranked 58th in the world in tourism and today it's ranked around 40. This is despite India having one of the best natural assets in the world.

We have not been able to monetise our natural assets like a lot of other countries, especially our neighbouring ones. We are the world's third

largest domestic tourism market and therein lies immense potential. There is a need to tap this unutilised or underutilised potential in the best manner possible. This will benefit the hospitality and tourism industry, providing newer markets for growth, newer platforms for innovation, as well as opportunities for increased employment.



Courtesy: Lemon Tree Hotel, Whitefield, Bengaluru



RATTAN KESWANI

Deputy Managing Director
Lemon Tree Hotels

Everything in the hospitality ecosystem is about doing business and getting the result.

We keep hearing that we must have economy and midscale hotels, or why do cities like Varanasi and Agra not have them yet? But, if in the right location the land cost is going to be 60 per cent of what you want to do, it's never going to happen.

This is a big deterrent that needs to be addressed if we want to progress. There is a huge market in Tier-I and Tier-II cities. We have been searching

for an opportunity in Varanasi for a decade, but we haven't found it. Also, the masses in India still think that anything to do with travel and hotel is simply 'luxury' and anything that's luxury is sinful. That's the cultural implication, but unless we shed these idiosyncrasies, the progress rate will be slow.

Hence, it is at many levels that a change needs to be brought about if we want to see our industry on a par with the international benchmark. A comprehensive framework is a must for us to progress in the right direction.

Thriving in Bengaluru

Andreas Streiber, General Manager, Shangri-La Hotel, Bengaluru, talks about the property, standing out in the city, and progressing in a time of stiff competition.



What makes your property unique?

Shangri-La Hotel, Bengaluru, offers the city's largest accommodation inventory of 397 rooms and suites. The hotel is the closest five-star luxury property from the airport with a travel time of 45 minutes. We also take pride in being the city's largest food and beverage destination with eight outlets catering to the diverse culinary needs of our global travellers. Our guests are spoilt for choice with restaurants serving authentic and modern dishes across Indian, Chinese, Japanese, Mediterranean, and other international cuisines.

According to you, how has the hospitality market of Bengaluru evolved?

Bengaluru's hospitality scene has evolved at a phenomenal pace over the last few years and the market will continue to grow with more international players coming to the city. The standards of service and facilities offered by the hospitality brands are truly international and are constantly being upgraded to enhance guest satisfaction.

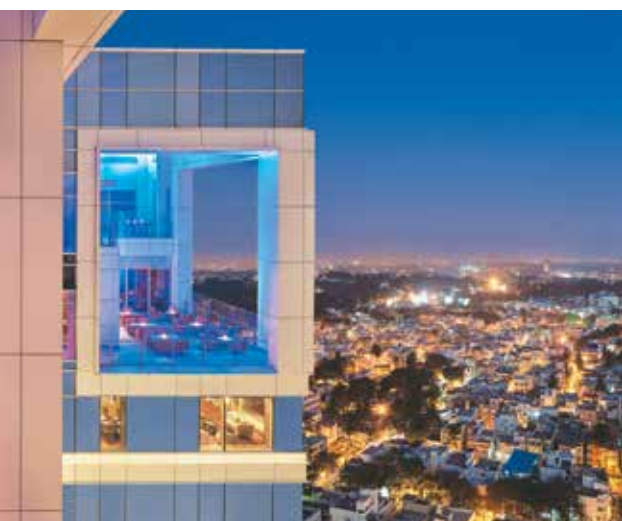
What's your take on competition and what kind of challenges do you face?

Competition is stiff with every brand extending its unique hospitality standards of service to guests. Our mission is to benchmark ourselves within the competition set and to be the market leader in the city.

The hospitality space in Bengaluru is cluttered. Standing out and ensuring that guests are cognizant of the brand's unique offerings is sometimes challenging. Every brand comes with its own identity and unique proposition. The space is getting diluted now, especially with price points being competitive.

How does being in one of India's top two evolving hospitality markets benefit the brand?

It is a great advantage to be present in India's two most evolving hospitality markets like Bengaluru and Delhi, but it is also a responsibility to cope with the growing market trends. Both these markets have a lot of inbound travellers from across the globe, and we constantly strive to provide them a customised service experience.



Tiled, eternally

Antica Ceramica recently introduced its new collection of Eternity Tiles, a perfect option for walls and flooring. Made from naturally occurring substances that give them a distinctive look, the collection is inspired by natural stone with reliefs and hyper-natural graphics satisfying the demand for natural-looking tiles. The tiles offer a natural stone coating, making them an ideal product for a warm habitat. Their physical application can range from decorative walls and terraces to bathrooms and kitchens. The Eternity Tile series is an ideal alternative to natural stone and emphasises on conserving the environment by avoiding the use of natural resources.



Hands-free cleaning

Vitra's newly developed AutoClean washbasins offer an auto clean function that makes cleaning fast and easy, contributing to bathroom hygiene and healthier homes. This series of washbasins offers the concealed water outlet which prevents dirt build-up and ensures hygiene. It also gives an option to the customers to opt between manual control button and photocell controller sensor. One of the features of this series is that the cleaning agents dispensed from a concealed detergent tank are flushed into the sink with water to clean the washbasin. Maximum hygiene is also guaranteed with the water diverter and internal channel.



Laminate for style

Ventura International presents Luxe Laminates, a range of laminates with genuine metal surfaces like aluminium, copper, brass, and steel. Embossed in a variety of patterns and textures, they have been imported from top international manufacturers - Homapal in Germany and Chemetal in USA. The collection is available in a diverse range of over 150 designs, with finish options that range from brushed, matte, mirror, and patinated. They are meant for indoor and vertical surface applications, and are resistant to temperatures between 40 and 50 degrees Celsius.



Light up each corner

IDUS has introduced lamps which constitute one of the most convenient methods to alter the lighting tone of a particular area. The lamps are skilfully handcrafted, made from termite mound, and fill dark corners with elegance. They come in a variety of sizes, shapes, colours, and textures. While the crystal lamps add a feminine touch to a space, the dark wood lamps convey a masculine feel.



Of lines and curves

IOTA, a high-end luxury furniture store known to host the best of international furniture, has introduced Ploum and Prado sofas by Ligne Roset. The recent collaboration between IOTA and Ligne Roset is all set to showcase utmost luxury in design spaces. The Ploum seating is the fruit of much research into comfort, designed by R&E Bouroullec. The result is a special combination of two materials - a stretchable covering and ultra-soft foam. This combination, along with the Ploum sofas' truly ample dimensions, provides extreme comfort and accommodates different ways of sitting, stretching, or even lying down. The large settee is asymmetrical in construction. The great flexibility of contact associated with a freely-formed shape turn Ploum into a veritable nest. The Prado sofa is a perfect definition of contemporary living.



Sprawl in style

Loom Crafts has introduced its latest lounge sitting collection to infuse an elite and invitingly cosy feel to modern outdoor spaces. The collection includes state-of-the-art furniture pieces that are made of high-grade aluminium for frames and UV synthetic wicker for weaving. These loungers are available with a variety of fabric designs, patterns, and textures to lend a fantastic look to a garden or poolside. The upholstery in neutral or vibrant hues of black, grey, white, green, and cream can very well adjust and match with any kind of exterior décor.



Let it rain!

Hansgrohe unveils its latest shower spray technology - PowderRain, an innovation that will transport you out of the everyday and into a new world of showering. PowderRain envelops the body in a warm protective cloak of water, a sensation achieved through its extremely fine spray of micro droplets. A single PowderRain jet is much finer than conventional shower jets. The key to this lies in the nozzles, each of which is precisely positioned on the spray disc to achieve the desired effect.

A seed of health

Cornitos expands its Pop N Crunch range by introducing natural sunflower seeds and roasted pumpkin seeds in 200g packs. The range is inspired by the new age that believes in living an active lifestyle and aims to make the daily snack-eating habit healthy and delicious.



APPOINTMENTS



Deepak Kumar
General Manager
Holiday Inn Cochin

Deepak Kumar has been appointed as the General Manager at Holiday Inn Cochin. A hotel management graduate, Kumar brings with him over 17 years of hospitality experience. He came on board the hospitality bandwagon in 2001, and thus began his journey to become an influential

leader in a higher management role. Having worked with Taj hotels, Starwood hotels and IHG, Kumar has excelled in all the roles he has played. In the new role, he will oversee the operations of the hotel and deliver hotel budget goals.



Firoz Jangaria
General Manager, Renaissance
Bengaluru Race Course Road Hotel

Firoz Jangaria has been appointed as the General Manager at Renaissance Bengaluru Race Course Hotel. In his new role, he will be responsible for overseeing the hotel operations and ensuring stellar standards of guest service with which the Renaissance brand is associated. As head of the

hotel, Jangaria will be leading the executive team with strategic planning and tactical management. He brings over 15 years' experience to the role. Prior to this, Jangaria served as the General Manager (pre-opening) with AccorHotels.

Nitin Marriya
Complex Director of Sales
and Marketing
Sheraton Grand Bengaluru Whitefield
Hotel & Convention Center and Aloft
Bengaluru Cessna Business Park

Nitin Marriya has been appointed as the Complex Director of Sales & Marketing at Sheraton Grand Bengaluru Whitefield Hotel & Convention Center and Aloft Bengaluru Cessna Business Park. In addition to providing advisory and executive support to the Complex General Manager to achieve goals and maximise various revenue and marketing opportunities of the hotel, he will also liaise and ensure that Marriott International's globally acclaimed hotel standards are met with and exceeded. He has an experience of 15 years in the hospitality industry.



Bikash Gautam
Director of Sales
Renaissance Bengaluru Race
Course Road Hotel

Bikash Gautam has been appointed as the Director of Sales at Renaissance Bengaluru Race Course Road Hotel. In his role at the hotel, he will be leading the management staff in planning and strategising for sales objectives, marketing communications, and direct sales force activities to increase profits and accomplish targets. With over eight years of sales and marketing experience in the hospitality industry, Gautam has a deeper understanding of the brand. In addition, his expertise lie in bringing an innovative approach to his management skills. Prior to this, he was Director of Sales & Marketing at Novotel, Guwahati.





Manik Vishnoi

F&B Director
Sheraton Grand Bangalore Hotel at
Brigade Gateway

Sheraton Grand Bangalore Hotel at
Brigade Gateway has named Manik
Vishnoi as the new Food & Beverage
Director of the property. Vishnoi
will be responsible for carrying out
overall culinary operations, including
financial, managerial, and operational

aspects of the hotel's F&B endeavours. He comes with exemplary
knowledge and experience in the hospitality industry, especially
food and beverage, which will enable him to establish a formidable
brand presence in the market. Before joining Sheraton Grand
Bangalore Hotel at Brigade Gateway, he served as F&B Manager at
Jaisalmer Marriott Resort & Spa, Rajasthan.



Ujwala Modekurthi

Learning & Development Manager
Radisson Blu Atria Bengaluru

Ujwala Modekurthi has been
appointed as the Learning &
Development Manager at Radisson
Blu Atria Bengaluru. She will
spearhead the formulation and
implementation of learning, talent,
and leadership development
strategies to strengthen associate
engagement and service delivery standards in the hotel. Modekurthi
comes with 14 years of experience in hotel operations. She has in-
depth knowledge in people management as well as employee and
team development. Prior to joining Radisson Blu Atria Bengaluru,
Modekurthi was with leading hotel brands such as Four Points by
Sheraton, Oakwood Worldwide, and Lemon Tree Hotels.



Premium Roll Away Bed



- Foam Mattress 6" thick
- Bonnel Spring Mattress 6" thick
- Pocket Spring Mattress 6" thick

Premium Roll Away Bed with Folding Mattress



Fold Away Bed Frame



Budget Roll Away Bed with
Foam Mattress 3.5" thick



Premium Roll Away Bed with
Off Center Folding Mattress



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KUNAL DEWAN

Head - Luxury, Residential Business

Embassy Property Developments

I want to travel within India and explore gems like Ladakh, Goa, and Kerala.

When it comes to travelling abroad, I love spending time in the Maldives, Sri Lanka, Hong Kong, and the US.

I am a big sports buff and have been

playing tennis, squash, and cricket. My idols are Roger Federer and Abdul Kalam. I love spending time with my son, love teaching him tennis, crawling through the trenches, cycling, and jumping in muddy puddles.

“

My idols are Roger Federer and Abdul Kalam

”

SACHIN MAHESHWARY

General Manager

Novotel Kochi Infopark Hotel

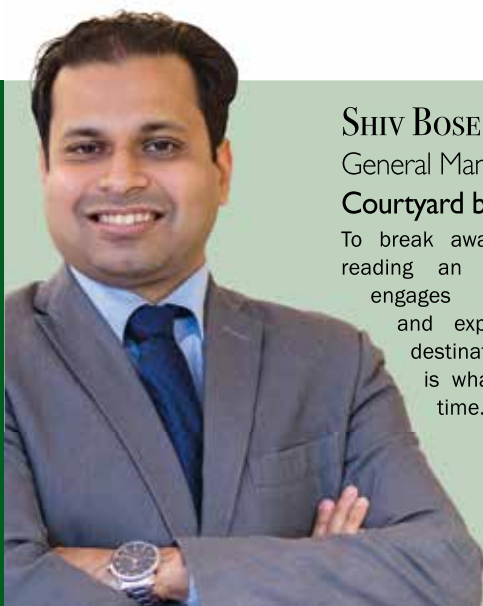
In my spare time, I enjoy reading; biographies and inspirational business stories always intrigue me. While travelling, I prefer exploring offbeat destinations and spend a lot of my weekends taking short trips and discovering the life around. As a food enthusiast, I enjoy

exploring culinary trails and experimenting with new flavours. I also love travelling abroad; the next big plan is to explore the vineyards of France. I am also ardent about driving and often go for long drives.

“

I enjoy exploring culinary trails and experimenting with flavours

”



SHIV BOSE

General Manager

Courtyard by Marriott Bengaluru Hebbal

To break away from a hectic schedule, reading an interesting book definitely engages me, otherwise travelling and exploring different cities and destinations for their food and culture is what I ideally do in my leisure time. Hill stations are where I love

travelling to the most. Manali, Ooty, and Dharamshala are some of my favourite hill stations. Reading is definitely on the top of my list of things to do in my free time. Amongst the genres of books, I love reading science fiction, thrillers, and those by Dan Brown, Stephen King, and John Grisham.

“

Hill stations are where I love travelling to the most

”



SIHRA CONVENTION 2018

4th - 6th OCTOBER, 2018 - MADURAI

DELEGATE REGISTRATION FORM

REGISTRATION NO.

REGISTRATION FEE- MEMBERS*

INDIVIDUAL	Rs. 4,720
COUPLE	Rs. 7,080
CHILDREN (6-14 years)	Rs. 4,130 (per child)

*Rates are inclusive of GST

REGISTRATION FEE- NON MEMBERS*

INDIVIDUAL	Rs. 5,900
COUPLE	Rs. 9,440
CHILDREN (6-14 years)	Rs. 5,310 (per child)

*Rates are inclusive of GST

REGISTRATION FEE (Per day basis)*

INDIVIDUAL	Rs. 2,950
CHILDREN (6-14 years)	Rs. 1,770 (per child)

*Rates are inclusive of GST

Note:

- Entry on first come first served basis (limited seats available)
- Children above 14 years will be treated as adults
- Delegate fee includes Dinner on 4th Oct and Lunch and Dinner on 5th and 6th October, 2018
- Cheque/ DD of the requisite amount favouring 'SIHRA CONVENTION - 2018' must accompany the duly completed Delegate Registration Form to the Convention Secretariat Office at Chennai
- Registration Fee does not include hotel room charges , any personal expenses such as spa, laundry, room service, personal transportation, etc.
- Every delegate must fill the delegate registration form and send it to the Convention Secretariat at Chennai, so as to enable us to issue an identification badge. We request our guests and media persons to complete the same.
- An acknowledgement letter will be issued to all confirmed registrations. This letter will be required for obtaining hotel accommodation at a special rate, as well as for collecting identification badge from the Delegate Registration Desk at the venue.
- This Registration form may be photocopied for additional requests.
- A registration will be confirmed only after receipt of the total registration fee.
- Last date of registration is 20th September 2018



All correspondence to be addressed to:
CONVENTION SECRETARIAT - Chennai

South India Hotels and Restaurants Association

Office no 3, 6th Floor, Seethakathi Business Center, Anna Salai, Chennai - 600006

Phone 044- 28297510, 11, 12 | Mob: +91 94999 15542 | Email : support@sihra.in

REGISTRATION DETAILS

(Please fill the form in capital letters)

Are you a **SIHRA Member**: Yes / No

If yes, please provide your Membership Number: _____

1. Name: _____

Designation: _____ Mobile: _____ Email: _____

Gender: M / F

2. Name: _____

Relation: _____ Mobile: _____ Age: _____

Gender: M / F

3. Name: _____

Relation: _____ Mobile: _____ Age: _____

Gender: M / F

4. Name: _____

Relation: _____ Mobile: _____ Age: _____

Gender: M / F

Name of the Organization: _____

Address: _____

City: _____ Pin: _____ State: _____ Tel: _____ Fax: _____



PAYMENT DETAILS*

Please make Cheque/ DD favouring "SIHRA CONVENTION - 2018" payable at Chennai

Total Amount: _____ Cheque/ DD No: _____ Dated: _____

Bank and Branch Details: _____

NEFT / RTGS Details:

Name of Account: SIHRA CONVENTION - 2018

ACCOUNT No. 50200032820789

Swift Code

HDFCINBB

Bank HDFC Bank Limited

IFSC Code

HDFC 0000082

Branch 40, Nungambakkam High Road,
Nungambakkam, Chennai-34

MICR Code

600240006

*Registration will be confirmed after payment is received and realized

HOTEL AND RATES

SIHRA CONVENTION - OCT 4- 6, 2018 - MADURAI

LIST OF HOTELS AND RATES

Sl. No.	Hotel	No. of Rooms	Double (Rs)	Single (Rs)
1	Courtyard by Marriott Madurai	75	4130	4130
2	Fortune Pandiyan	25	3500	3500
3	The Gateway Hotel Pasumalai	15	6000	6000
4	Regency Madurai by GRT	15	4800	3900
5	Germanus	40	3000	2750
6	Poppys	40	2800	2800
7	JC Residency	35	3000	2800
8	Hotel Supreme	30	2100	2100
9	Weshtern Park	25	2500	2500
10	Astoria	25	2400	2400
11	North Gate	20	2150	1792
12	V Grand	20	2200	1900
13	The Metropole	15	1871	1871

Note:

Accommodation will be allotted on first come first served basis.

Payments are to be made directly to the hotel by the delegate

Any extra amount billed will have to be paid by the delegate directly to the hotel

*Rates are inclusive of GST | Includes complimentary breakfast



Please book my hotel accommodation at : _____

1st Preference _____ 2nd Preference: _____ 3rd Preference: _____

Check In date: _____ Time: _____ Check out date: _____ Time: _____

No.of Rooms: Single / Double _____ Extra Bed: _____ Total nights: _____

Note: In the event that your preferred choice of hotel accommodation is not available, the next available hotel will be allotted by the Convention Secretariat

☐ I/ We do not require hotel accommodation. I/We will manage my/our own Hotel Accomodation

TRAVEL DETAILS

ARRIVAL

_____ Air (Flight No) _____ Rail(Train Name/No) _____ Bus: _____ Date: _____ Time: _____

DEPARTURE

_____ Air (Flight No) _____ Rail(Train Name/No) _____ Bus _____ Date: _____ Time: _____

CANCELLATION POLICY

50% of the Delegate Fee will be refunded on cancellation requests received till 20th September up to 3 p.m by means of letter or email to the Convention Secretariat.

No refund will be possible beyond the above mentioned date and time.

DELEGATE FACILITIES

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

Identification Badge: Please collect the same from the Registration Desk. The Delegate Badge must be worn at all times during the Convention

Activity for Spouse: Local sightseeing activities are available for the spouse. Details will be available at the Delegate Registration Desk at your respective hotel.

Nominate

Now

INDIA TRAVEL AWARDS

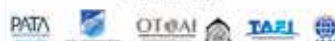
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