

# SIHRA

## HOSPITALITY MAGAZINE



**JULY-AUGUST 2019**  
Vol: 2 Issue 10  
Pages 44 ₹20  
RNI: DELENG/2017/73247

# News

A BI-MONTHLY ON HOSPITALITY TRADE  
By Metro Media



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സമ്മാനങ്ങളുമായി  
മടങ്ങൂ...



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സമ്മാനം\*  
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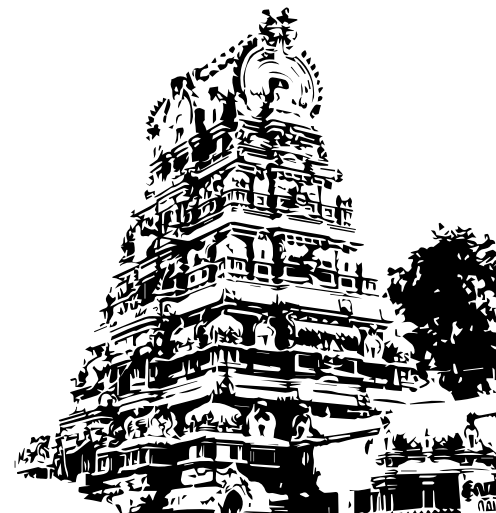
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രജി. ഓഫീസ്: 'ഭദ്രത', മ്യൂസിയം റോഡ്, പി.ബി. നമ്പർ: 510, തൃശ്ശൂർ 20.  
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# ABOUT SIHRA

## SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION



**S**outh 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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# SIHRA

## HOSPITALITY MAGAZINE



**News**  
A BI-MONTHLY ON HOSPITALITY TRADE  
By DDP Publications

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SIHRA News Bi-monthly is Edited, Printed and Published by Siji Nair, R M Nivas, TMRA F 6 Pangappara (PO) Thiruvananthapuram Pin 695 581. Published from Thiruvananthapuram, Printed at Akshara Offset TC 25/3230(1), Vanchiyoor, Thiruvananthapuram 695 035. Owned by South India Hotels and Restaurants Association, Editor- Siji Nair  
RNI No. DELENG/2017/73247

\* Responsible for selection of news under the PRB Act.

### SIHRA NEWS

BI-MONTHLY

**JULY-AUGUST 2019**

Vol: 2 Issue 10 Pages 44 ₹20

RNI: DELENG/2017/73247



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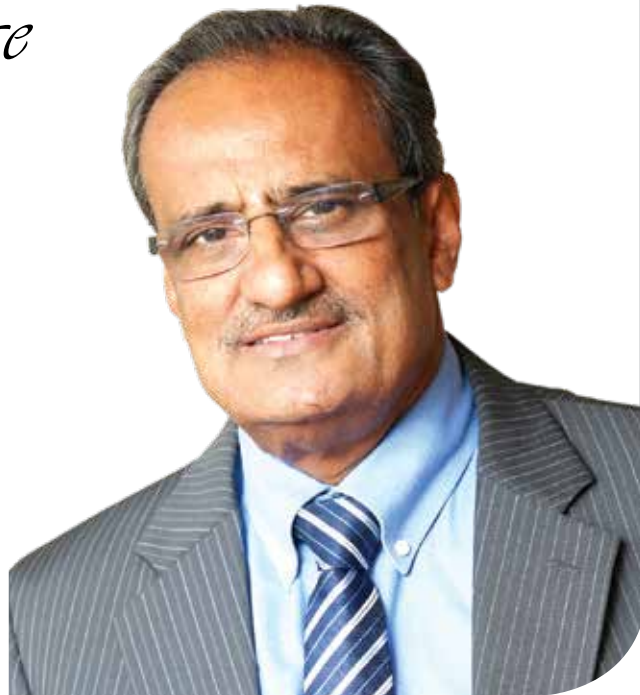
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## PRESIDENT'S *Message*

**K. Syama Raju**  
President  
SIHRA



Dear fellow members,

**I**t was indeed a moment of great significance when the Prime Minister in his Independence Day speech this year, urged Indians to visit at least 15 different destinations in India by 2022. The idea being that it would boost tourism. The Prime Minister also said that there was a huge scope to improve tourism.

Our country is blessed with an abundance of natural beauty and places of historical significance. In South India we have a large number of heritage sites that are fairly well known such as the temples of Mahabalipuram in Tamil Nadu, the monuments of Hampi in Karnataka, the famous Golkonda fort in Andhra Pradesh, and places of scenic beauty such as the tea gardens and backwaters of Kerala. These places will continue to attract both domestic and international tourists. We must also consider the places off the beaten track which are also great destinations to visit such as the beaches of north Karnataka and the hills of Shivgiri and Coorg, Wayanad and Kannur in Kerala, Lepakshi in Andhra Pradesh which has

beautiful temples as also Araku Valley near Vishakapatnam and the Thousand Pillar temple near Warangal in Telengana.

The severe rains and resultant flooding in Karnataka caused a lot of damage and loss of livelihood for the people affected by it. SIHRA donated Rs.5 lakh rupees to the Chief Minister's Relief Fund. A delegation from SIHRA, led by me, personally met the Chief Minister, Hon'ble B.S.Yediyurappa and handed over the cheque to him, on behalf of the Association.

The second edition of Tamil Nadu Travel Mart will be held at the Chennai Trade Center in Chennai from September 19th to 22nd, 2019. The focus is on inbound and domestic tourism. More than 800 international and domestic buyers are expected to attend and there will be close to 300 sellers at the event. This edition will have specially arranged tours to showcase the rich heritage of Tamil Nadu under the four kingdoms - Chola, Chehra Pandava and Pallava and many business to business meetings.

Kind Regards,  
K.Syama Raju  
President  
SIHRA



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# TAMIL NADU TRAVEL MART AN EVENT OF GRANDEUR TO BOOST INDIA'S TOURISM

 N.Vijayagopalan



The state of Tamil Nadu is poised for hosting an event which is going to be the cynosure of all eyes, in September 2019. The event CII Tamil Nadu Travel Mart is expected to draw national and international attention and to turn out into a grandiose event where history, culture, art, heritage and architecture come together to create a unique experience for all those who participate and the visitors. CII TTM is expected to give a tremendous boost to tourism industry not only of Tamil Nadu but of the whole of India in view of the scale in which the event is being organized and the participation from across the globe resulting in the flow of tourists to India in large numbers.

**T**he month of September 2019 will see an event of grandeur organized in Tamil Nadu State. Confederation of Indian Industry (CII) Tamil Nadu in association with Tamil Nadu Travel Mart Society supported by Ministry of Tourism, Government of India & Department of Tourism, Government of Tamil Nadu is organizing the second edition of CII Tamil Nadu

Travel Mart to showcase the potential of Tamil Nadu Tourism to the world. CII TTM, a global event for the stakeholders from the Tourism fraternity will exhibit the culture, heritage and leisure potentials of the state. Tamil Nadu, being home to many natural resources, have evolved and continued to be a land of lively culture, pilgrimage, art, culinary tourism, medical tourism

and many more taking roots from the extensive kingdoms of Chera, Chola, Pandya and Pallava from the olden days. Their contributions towards art, culture and literature is what makes Tamil Nadu a destination of choice. The state is also well connected across the world and within the state with the best Air, Rail and Road infrastructure. With the objective to promote these











***The highlights of CII TTM include a 3 day Exhibition with more than 300 Stalls showcasing the business opportunities in the state, an exclusive live demo of the century old arts and crafts of the state, business to business meetings, cultural programs etc.***



aspects of the state, CII TTM is going to be held from 19-22 September 2019 at Chennai Trade Center, Nandambakkam, Chennai, India.

CII TTM is a biennial global event for the stakeholders from the Tourism fraternity, which will exhibit the culture, heritage and leisure potentials of the state. The stakeholders of Tamil Nadu tourism along with CII and the Tourism Departments are getting together to put up the extravagant TTM, which will be filled with spiritual sublime experiences of ancient Tamil Nadu, traditional ceremonies and dance and music, rural games and a sumptuous food fiesta savouring delicious and authentic Tamil cuisine. It will be a colourful display of Tamil Nadu's pride – the textiles industry, arts and handicrafts. CII TTM 2019, will be a convergence of hospitality service providers from Hotels, Resorts, Homestays, Farm stays Monsoon Tours, Medical Tourism (Specialty Hospitals), Ayurveda Centres, Wedding & Honeymoon destinations, MICE business and many more. Heritage & culture rich whole of Tamil Nadu will be showcased under one roof with

more than 300 stalls.

The highlights of CII TTM include a 3 day Exhibition with more than 300 Stalls showcasing the business opportunities in the state, an exclusive live demo of the century old arts and crafts of the state, business to business meetings, cultural programs showcasing the state's rich traditional folk dance and music, martial arts, religious activities like Homam, Yagam, etc., specially arranged tours to the four erstwhile kingdoms of the state for the buyers to see, feel and taste the richness the state has to offer, live demo of weaving, sculpting, wood carving, TANJORE painting, Veena manufacturing, pottery, traditional farming, bullock cart riding, fishing etc., culinary treat from the four Kingdoms, field visits and village walks etc. It is expected that CII TTM would see the participation of 500+ exhibitors, thousands of visitors from all over the globe and over 1000 domestic buyers.

Apart from Hotels, Resorts, Homestays & Tour Operators of Tamil Nadu, CII TTM will also see the convergence of Farmstays, Monsoon Tours, Specialty Hospitals, Ayurveda Centres, Wedding & Honeymoon holidays, MICE destinations and many more in the picture.

Tamil Nadu Travel Mart is the most prestigious event conducted by the Tamil Nadu Travel Mart Society (TTM Society) for the promotion of tourism in Tamil Nadu. TTM Society was officially registered in 2017 in Chennai. There are many national and state associations for hotels, tour operators and travel agents to focus on the noble cause of protecting the business interest of their members. For the first time in the history of Tamil Nadu, a society was formed with all the stakeholders of Travel and Tourism Industry including hotels, tour operators, travel agents, fleet operators, Airlines, Museums, Arts and Craft Centers etc., from Chennai to Kanyakumari. The TTM Society's primary aim is to promote

Tamil Nadu as a preferred Tourist destination in India and abroad. To achieve this, the Society is engaged in marketing and showcasing Tamil Nadu globally with the help of Tamil Nadu Government and Ministry of Tourism, Government of India as it feels that only an abundant tourist flow into Tamil Nadu will solve all problems of the different segments of the tourism industry. With these efforts, tourist arrivals in the State have been registering a consistent growth. This has been directly and indirectly helping in enhancing job opportunities and improving infrastructure and connectivity. It has been playing a pivotal role in the overall socio-economic growth of the State.

Apart from TTM, TTM Society conducts Travel & Tourism Marts and Road Shows to promote all the people engaged in activities connected with travel & Tourism in the state of Tamil Nadu. As a society, they help their members in showcasing their products in India and abroad. They organize study tours to foreign travel agents, tourism promotion agencies and travel writers to the State of Tamil Nadu with the objective of disseminating the information on tourism potential in the state.

In short, CII TTM is expected to turn out into a grandiose event where history, culture, art, heritage and architecture come together to create a unique experience for all those who participants and visitors. TTM is expected to give a tremendous boost to tourism industry not only of Tamil Nadu but of the whole of India in view of the scale in which the event is being organized and the participation from across the globe resulting in the flow of tourists to India in large numbers.

With the increasing impetus given by the Government of India for promoting tourism in the country, events like CII TMM assumes high relevance.



# LURING LAND OF TANTALIZING ROADS AND WAVING SEAS : TAMIL NADU

 Aswini Devi Jeyaprakash





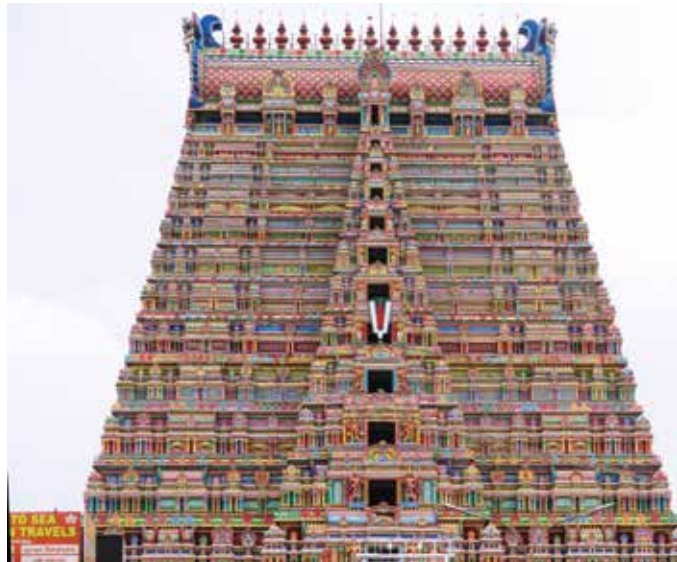
**T**amil Nadu, formerly known as Madras State is one of the 29 states in India, located in the southernmost part of India. Tamil Nadu is bounded by the Eastern Ghats on the north, by the Nilgiri Mountains, The Meghamalai Hills, and Kerala on the west, by the Bay of Bengal in the east, by the Gulf of Mannar and the Palk Strait on the southeast, and by the Indian Ocean on the south. The state shares a maritime border with Sri Lanka. The three great empires- Chera, Chola and Pandyan empires that ruled Tamil Nadu for many generations framed the state's cuisine, culture and architecture. Tamil Nadu is enriched with variegated, distinct and exotic cultures and terrains with many historic buildings, multi-religious pilgrimage sites, hill stations, waterfalls and UNESCO declared world heritage sites that gives meaning to Tamil Nadu tourism board's tagline "Enchanting Tamil

Nadu". The state is bordered by the union territory Pondicherry, states Kerala and Karnataka making the state more tourism friendly. Tamil, one of the longest-surviving classical languages in the world is the main language here and people from various parts of the world visit Tamil Nadu to learn and understand the amusing history of Tamil language. Tamil Nadu has the largest tourism industry in India with an annual growth rate hovering around 16 per cent. The state is home to some of the legendary Hindu temples, forts and palaces grandly built in Dravidian architecture. From home-grown filter coffees to supper clubs, Tamil Nadu has everything to offer for its visitors.

There are several important tourist places in Tamil Nadu that will add meaning to your trip.

The capital of the state Chennai is a land of beautifully constructed temples, churches, beaches and

other historical monuments. Chennai, the 41st most visited city in the world is considered to be the gateway for tourists to South India because of its resourceful and cost-effective transportation services. Chennai lets tourists to have a real glimpse of South Indian lifestyle. UNESCO declared world heritage site Shore Temple is a 7th century Dravidian style construction, constructed by Pallavas that proudly homes in Mahabalipuram. Pondy Bazar, Anna Salai and T Nagar can charm you with the vigor business of the city. Mylapore, a vicinity within the city reveals the famous Tamil Brahmin culture with a treat of filter coffee. The city contours itself with many private beaches and some public beaches like Marina, Besant Nagar beach and Thiruvanmayur beach. An evening ride in ECR and OMR will relish your senses. A road trip via ECR to reach Pondicherry, also fondly called as "The French Rivera of the East" is a traveller's







delight. Pondicherry, also known as Puducherry is an ideal place for beach lovers and explorers. Scout yourself into the city and cover some popular vacationer spots like Shri Aurobindo Ashram, Promenade beach, Auroville, etc. Heritage walks in the colonies will surprise you with the beauty of French twists. UNESCO declared world heritage sites like Brihadeeshwara Temple in Thanjavur, Gangaikonda Cholapuram temple and Airavatesvara Temple in Kumbakonam are also considered as powerful Hindu pilgrimages. These temples delight the visual senses of tourists with its brilliant architecture. Meenakshi Amman temple in Madurai possesses a historical story that comes with the flavours of tradition. Madurai, Rameshwaram, Chidamabram, Kanchipuram, Kumbakonam and Velanganni are considered to be the main pilgrimage centers in Tamil Nadu.

Kanyakumari, situated in the southern part of the state stands with many historic forts, beach and shores, temples and churches. Kanyakumari brings in the picture perfect sunsets, scrumptious coastal foods and wondrous geographical position that overlook the massive Indian Ocean and Arabian Sea. Rameshwaram, a city of unparalleled history, architecture and golden sand beaches stretches itself into a small abandoned town Dhanushkodi in Pamban Island in Tamil Nadu. Ruined buildings shattered in that whitish beige sands of Dhanushkodi narrates its historical richness from the period of Ramayana to its catastrophic period in 1964. Velankanni is a striking coastal town that is celebrated as an ideal worshipping place for Christians because of the spectacular church built in the honour of Mother Mary. Hogenakkal in Dharmapuri district is a spell bounding waterfalls that is considered to be an absolute hotspot for romantic getaway in Melagiri hills.

Though, catching the sun in Tamil Nadu is totally worthy, hill





stations like Ooty, Kodaikanal, Meghamalai, Yelagiri, Kotagiri, Yercaud are cherries on the cake for the tourists. The Nilgiri toy train in Ooty was established by the British in 19th century. India's only quaint toy train running in meter gauge is also a declared UNESCO world heritage site. The train runs from Mettupalayam to Udagamanadalam, via Coonoor in the Nilgiri Hills. Tuticorin, a district in Tamil Nadu can boast about its quality of being versatile from having wildlife sanctuaries to picturesque coromandel border of Bay of Bengal.

Tamil Nadu has always been a hub for food connoisseurs that reckon tourists with a culinary treasure to savor with its fascinating customary culture. Pongal, Idli, Sambar, Dosa, Uttapam and Vada are the most commonly served foods in Tamil Nadu. Tamil Nadu offer a wide variety of both vegetarian and non-vegetarian dishes that will relish taste buds with signature spices like Chillies, Tamarind, Cardamom, Coriander, Pepper, Curry Leaves, Cloves and Mint. Wide variety of tea and coffee manufactured in the hill stations are globally recognized for its warm palatable taste. A perfect Tamil Nadu dish comes up with the incredible dip of precise amount of spices along with all other ingredients, and so Masala Tea serves as the best example.

A vacation is incomplete without shopping, especially when you are in Tamil Nadu, a state of classical souvenirs. The place adorns one's holiday with its motley and assorted shopping options. Tamil Nadu incorporates a wide variety of nine to six yards of hand woven sarees- A Traditional Indian attire known for its elegance. Kanjivaram silk sarees, known for its zari and mulberry silk is an exquisite cultural essence and it is an essential need for any Tamil woman, especially for weddings. It is inherited from Kanjipuram, a temple city in Tamil Nadu. Chettinadu cotton sarees, Chinnalapatti sarees, Madurai cotton and sungudi sarees and Rasipuram silk sarees that are






known for its colour durability are other highly acclaimed varieties. Thanjavur painting is a classical painting style in South India, birthed from a temple town Thanjavur in Tamil Nadu. Their rich, vivid, simple and iconic composition of gold foils, gesso work, glass beads and gem stones come together primarily to create a masterly art work of Hindu gods/goddesses. Apart from this, the state is filled with many art works that stands out in stone craving, potteries, wooden crafts, leather products, archaic musical instruments and classic collection of jewelries.

Tamil Nadu experiences dry sub-humid to semi-arid temperate climate. May and April are the summer months wherein temperature varies between 22°C and 40°C and above in May and June. August to February are the recommended months to visit Tamil Nadu. Tamil Nadu, the mélange of finesse and culture is the most considerable option if culture, history, or art lies anywhere in your interest list.



# HOSPITALITY INDUSTRY WILL SEE BETTER FUTURE GOING FORWARD

 Siji Nair

## What is your take on the hospitality industry in India?

I think hospitality industry will see better future going forward, as stable government and commitment for infrastructure development definitely will boost international tourism and India will attract more FDI.

## What have been the challenges you have faced in the Bengaluru market?

The major challenges are lack of or deficiencies in infrastructure, public transport, roads, continuous power and water supply,

## What would you consider as your USP, which sets it apart from the competitors?

Radisson Blu Outer Ring Road over the years has become a destination in itself, and most of our international guests choose to stay with us

Arun Jaie is Area Director & General Manager, Radisson Blu, Bengaluru Outer Ring Road by the Radisson Hotel Group, managed by Sarovar Hotels.

He talks about the trends and challenges in the hotel industry.





because the hotel offers multiple dining options from Pan Asian, North west frontier, All Day Diner, Mediterranean, night club to spa and a world class business lounge and our large banquet and conference facilities with well-trained dedicated staff make us the first preference for most of the corporate companies.

**What are the out-of-the-box F&B concepts that you have introduced to the Bengaluru market?**

We are catering to multinational clientele and to successfully do that hotels need multinational culinary talent. Apart from that, Radisson Blu culinary team has always keen on R&D and keeps introducing latest international food trends.

**Bengaluru is a mature hospitality market. As a global luxury hospitality brand, how do you see the market evolving?**

I feel Bengaluru is already heading the list in having maximum hotels in a city in India and there is scope to add more as there is many more international investment still happening in the city. You can find almost all international hotel brands operating in Bengaluru, which creates a healthy competition and of course a much better value for money for end users. This also brings the latest international hospitality trends to Bengaluru

**Bengaluru is a market that caters to luxury travellers in the leisure**

**segment. Do you think there is scope for further growth in the luxury-leisure market?**

Bengaluru with such mega investment is growing much faster than any other Indian city, which is a good thing but this scale of growth also poses a challenge to city's natural resources and we are already witnessing the scarcity of drinking water, pollution, fast disappearing green belts and lakes. So for Radisson Blu, we believe in responsible business ideology in the communities we operate. It becomes our responsibility to ensure that we do not contribute to the problems but become a part of the solution. I am proud to share that Radisson Blu Bengaluru has zero discharge to municipality drainage. We have ETP, STP, WTP and all our power requirement is fulfilled by solar energy. So, all that make us a green hotel.

**How do you think technology has changed the hospitality industry?**

With latest technology only, we are able to become a green hotel, and I feel hotel industry is going to benefit from technology like never before as more and more international chains are investing heavy into technology

**Over the years, you would have explored various markets as a general manager. How are these markets different from Bengaluru?**

My experience in Middle East and Far East was very different than Bengaluru. Bengaluru city has evolved

“

*Bengaluru with such mega investment is growing much faster than any other Indian city, which is a good thing but this scale of growth also poses a challenge to city's natural resources and we are already witnessing the scarcity of drinking water, pollution, fast disappearing green belts and lakes.*

”

as a true cosmopolitan city, with so many multinationals operating in the city. There is a large number of expats living in the city, and catering to their needs and requirements with available local resources makes it very interesting for us.

**What kind of approach do you prefer while working with your team?**

Mutual respect, trust, being easily approachable, giving space to the team to perform, encouraging them for innovation are some of the values I apply at work.





### **Mother's Recipe expands instant mix category with Instant Upma launch**

Mother's Recipe, a leading household name in the ethnic food division, has expanded their instant mix category with the launch of traditional Indian breakfast Upma. The South Indian specialty, prepared using ingredients like semolina (suji), black gram dal (urad dal) onion, green chilli, cumin, curry leaf, lemon powder and asafetida. Consumers just need to add hot water, and it is ready to eat in five minutes.

Mother's Recipe's Upma pack is available in 73g Cup Upma and 170g pillow pouch formats across all hypermarkets, local stores, exclusive brand outlets and Mother's Recipe e-store in major and mini metro cities.



### **ITC Foods introduces Fabelle Exquisite chocolate bars in six flavours**

ITC Foods has launched Fabelle Exquisite chocolate bars in six flavours recently. Across the top six cities in India, including Mumbai and Bengaluru, 600 such bars were handcrafted by Fabelle Master Chocolatiers in a larger-than-life 73kg chocolate installation to commemorate the 73rd Independence Day.

The company identified ingredients from across the country, and pairing them with white, milk, dark and ruby chocolate, in order to develop these chocolates. For this, Fabelle divided the country into six zones, viz. the Northern Himalayan Region, the Thar Desert, the Indo-Gangetic Plains, the Central Plains, the Deccan Plateau and the Coastal Regions, and created six chocolate bars, each representing the flavours of a region.

Fabelle Chocolates plans to donate the proceeds from the sale of these bars to Make-A-Wish Foundation of India, a non-profit organisation, which works towards supporting deserving children to lead a richer life by fulfilling their wishes.



### **Licious launches India's first-of-its-kind range of meat-based spreads**

The meat food brand Licious announced its foray into the packaged food category with the launch of its latest innovation meat spreads by Bollywood actor, Shilpa Shetty Kundra at Mumbai. There are six flavours of meat spreads - butter chicken, Continental chicken, honey-mustard chicken, shawarma chicken, sweet tamarind chicken and herby-tomato chicken.

According to Licious the USP of their meat spreads are presence of generous amount of freshly cooked real chicken chunks and that not only are they a natural source of protein but also they are free of artificial preservatives, flavours and colours. The spreads can be used with bases like bread, paratha, chapatti, and salads to make wholesome sandwiches, wraps and salads.

Licious meat spreads will be available in key offline and online stores across all markets. They are available in 30g and 200g packets.



### **Cornitos & burger brand Burgrill team up to launch Walking Nacho Bags**

Cornitos, the leading nacho crisps brand, in partnership with leading burger brand Burgrill has launched Burgrill's recipes of Walking Nacho Bags, which can be enjoyed on the go. The walking Nacho Bag is an innovative concept, wherein a bag of Cornitos Nacho crisps – Cheese and Herb, is used to create the snack of your choice.

According to the manufacturers, this is a new concept of enjoying one of the most famous snacks in India while on a journey.





### **Rufil launches soft paneer; German technology used for vacuum packaging**

Rajendra and Ursula Joshi Food Industries Pvt Ltd (Rufil) has launched soft paneer in the market. It is manufactured with automated operations and packed using German technology for giving one of the best vacuum-packed paneers in the market. According to Rufil this helps in giving a better-quality product and in retaining the freshness and softness of paneer for much longer time than compared to other packaging available in the market. The plant is located in Mahindra World City, Jaipur, the company boasts of Swiss expertise in dairy processing and products.

Currently, Rufil produces products like milk (full cream, toned and double-toned) in 500ml and 1,000ml packaging, curd in 1kg packaging, plain buttermilk, cup dahi and masala chhach.



### **Araku coffees launches Signature, Selection variants for Raksha Bandhan**

Araku coffee is a specialty, certified organic luxury coffee brand from the Eastern Ghats of India. Araku is now available in India exclusively via its website. It will commemorate Raksha Bandhan with four variants of coffee - Signature, Selection, Micro Climate and Grand Reserve.

These are freshly roasted every day, and available in the forms of beans and customised grinds.

#### **Signature**

Signature is the symbol of aromatic balance and roundness of Araku coffees. It is especially recommended for people trying the coffees for the first time, and is priced at Rs 490 for 250g.

#### **Selection**

Selection is a coffee that is both powerful and round. It has been built to please espresso connoisseurs looking for a bold, full-bodied and pungent coffee. It is priced at Rs 580 for 250g.

#### **Micro Climate**

Micro Climate is particularly sharp and fruity. It is a rich, smooth and full-bodied coffee, and is priced at Rs 580 for 250g.

#### **Grand Reserve**

The Grand Cru of Araku coffees, it coming from the company's finest parcels, and offers coffee lovers the perfect balance between roundness and intensity. It is priced at Rs 850 for 250g.



### **Marico's Coco Soul introduces 100 per cent natural-infused oil variants**

Marico has introduced a range of three 100 per cent natural-infused oil variants (viz., Chilli Oregano, Curry Coriander and Cinnamon) which have been curated and conceptualised by chef Kunal Kapur. The range has been conceptualised as a dish for those who wish to indulge in gourmet foods and yet maintain a healthy lifestyle.

Chilli Oregano is infused with the natural extracts of hot chilli and delectable oregano, to act as a partner to salads and pastas. The Cinnamon-infused oil is similarly infused with the natural extract of cinnamon and can be used in baking or as a top-up on shakes and smoothies. Infused with the natural extracts of curry leaves and coriander, the Curry Coriander oils is best used to cook Indian dishes for an earthy aroma and palatable taste.

It is reported that being a rich source of medium-chain triglycerides (MCTs), the oils help provide a boost of energy, help manage weight and support cognition and that being made from freshly harvested coconuts that are sourced from pristine coconut farms and infused with key natural ingredients, the oil can act as a perfect partner in cooking, dressing or marinating, making a dish delicious as well as healthy.



# APPOINTMENTS


**Abhishek Roy**

Director of Food & Beverage,  
Sheraton Grand Bengaluru  
Whitefield Hotel and  
Convention Center

In his role, Abhishek Roy is responsible for managing and overseeing the operations of the food and beverage department.

Roy is in charge of spearheading F&B operations and Convention Center of the 360-room hotel, with four food and beverage outlets along with a banqueting space of 76000 sq. ft. He has over 15 years of experience across a spectrum of luxury, convention & resort portfolios. Driving restaurant usage and building guest loyalty and repeat business are some of his significant skills. He has previously worked with Marriott Jaipur as the Food & Beverage Manager, where he managed a team of 112 employees.


**Harshad Nalawade**

Director of Operations,  
Courtyard and Fairfield by  
Marriott Bengaluru Outer  
Ring Road

Harshad has over 17 years of experience in spearheading Restaurants, Lounges, Catering, Events, Administration, Training and Guest Relations. Starting his career in 2001 at the Taj Mahal Hotel Mumbai, Harshad went on to join Marriott in 2003. His first assignment was with the JW Marriott in Mumbai. In 2014, Harshad won the esteemed Continent Award for 'SABRE Restaurateur for Marriott Asia Pacific' followed by the 'SABRE Award for Global Restaurateur for JW Marriott Worldwide' in the same year, the highest accolade reserved for an individual performer in Marriott International. Before joining Courtyard and Fairfield by Marriott Bengaluru Outer Ring Road.


**Rajashekar Petlu**

Revenue Manager, Radisson  
Blu Atria Bengaluru

Rajashekar Petlu is specialized in revenue management in the hospitality sector. His new role will entail formulating and implementing Revenue Management strategies and

he will be equally responsible for Total Revenue. In his past work, Raj has been associated with brands such as Royal Orchid Group and Zuri Hotels and Resorts. Raj accomplished Diploma in Computer Science from The Oxford Polytechnic, Bengaluru and gained strong technical skills which enabled him to adapt rapidly into the Hospitality industry. Raj brings an experience of 8 years in Central Reservations and Revenue Management.


**Devinder Singh Kaundal**

Food & Beverage Manager, The  
Westin Chennai Velachery

Devinder brings with him over 10 years of rich work experience in food & beverage. In this role his key tasks are to work towards positioning the food & beverage outlets of the property as the preferred choice for local

residents as well as in-house guests. He will also be responsible for the smooth execution of events in the hotel banquet spaces and achieving the food & beverage revenue goals.

A graduate of hotel management from IHM Guwahati, Devinder strongly believes in balancing people and processes. In his spare time he enjoys traveling and is also a passionate dancer.


**Amit Kumar Thapiyal**

Executive Chef  
Holiday Inn Chennai  
OMR IT Expressway

He brings with him over 17 years of culinary experience. Thapiyal's passion to continuously learn and explore his craft has resulted in an impressive career spanning across Ludhiana and

Delhi. His previous work experiences include working for 5-star hotels such as the Radisson Blu Hotel Ludhiana as the Executive Chef, Intercontinental Hotel

New Delhi, Radisson Blu Noida, Park Hyatt Dubai, Taj Palace Dubai, Holiday Inn Abu Dhabi, Grand Hyatt Goa, and Hyatt Bangalore. Chef Thapiyal hails from humble beginnings of Uttarakhand, further studying in New Delhi. He credits his success to building respect on team dynamics, as well as receiving feedback from customers. He brings over his conspicuous passion for cooking and is keenly looking forward to creating the best farm-to-table menu at Holiday Inn Chennai OMR, striving to make it the best dining option in the city.



**Rohit Pandey**

Director of Operations  
Renaissance Bengaluru Race  
Course Hotel

With close to two decades of experience in the hospitality industry, Rohit in his new role will be leading business and strategic operations of the property. Prior to joining Renaissance Bengaluru

Race Course Hotel, Rohit was the Executive Assistant Manager at Centara Grand Mirage Beach Resort Pattaya.

Primarily responsible for overseeing the smooth functioning of the hotel, Rohit comes with experience that will help to implement the brand service strategy and initiatives. He has always been looked up to as a highly encouraging mentor and thrives on guiding teams to ensure that the services of the hotel are known for being the best in the city. In his previous job roles, he has been responsible for recruiting, selecting and developing department's managers. Rohit has been successful in repositioning the Food & Beverage department of the hotel through innovative sales & marketing strategies.

**Samit Kazi**

Resident Manager  
Novotel Hyderabad Convention  
Centre and Hyderabad  
International Convention Centre

Kazi brings with him over 16 years of skillful industry experience and in-depth knowledge of the MICE potential and focus in India. In his new role, Kazi

will be responsible for spearheading key operations for Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre. He will supervise the growth and expansion of the dual properties through innovative strategy while managing strong operational deliverables. Mr. Kazi began his journey with the Accor Group in 2011 as the Associate Director of Regional Sales for Andhra Pradesh hotels. He then moved to Novotel Hyderabad Convention Centre as the Director of Sales in 2013. A year later, he was appointed as the Director of Sales – India for Accor Group, a role he held until his promotion as Area Director of Sales for West India region in 2016.

**Gouse Shaik**

Human Resources Manager,  
Holiday Inn Chennai OMR IT  
Expressway

Gouse Shaik has worked in namely three pre-opening hospitality projects and has handled many end-to-end HR operations. Having previously worked at a

range of 5-star hotels, such as JW Marriott Mussoorie, Walnut Grove Resort & Spa, Crowne Plaza Bengaluru Electronics City, Mövenpick Hotel & Spa Bangalore, and Hyatt Hotel Corporation (Ista Hotel, Hyderabad).

**Gaurav Anand**

Front Office Manager  
Holiday Inn Chennai OMR IT  
Expressway

Anand has a decade long experience in the art of front office desk responsibilities. He has previously worked with 5-star hotels, such as Bengaluru Marriott Hotel Whitefield, Courtyard Marriott Pune Hinjewadi, JW Marriott New Delhi Aero city and Courtyard Marriott Agra.

**Sandeep Kumar**

Executive Chef, Renaissance  
Bengaluru Race Course Hotel

Prior to joining Renaissance Bengaluru Race Course Hotel, Sandeep was the Executive Chef at Aloft Bengaluru Cessna Business Park by Marriott International. Sandeep has good exposure to handling

specialty restaurants and has with him over fourteen years of culinary experience and expertise in managing operations, having worked in different cities with Indian & International hotel chains. His areas of skills include Modern fine dining, Asian fusion and Classic European cuisines. As the Executive Chef, Sandeep will be responsible for supervising the daily operations of the kitchen, designing menus, developing new recipes and training the culinary team at the hotel. He has won several awards and honours in his profession including 'The Brand Ambassador of the year 2013 for G.P.S (Global Personalization Service)' from The Westin Gurgaon.



### India Foodex-Bangalore

Date: 30 Aug-01 Sep 2019

Venue: BIEC Bengaluru International Exhibition Centre, Bengaluru, India

India Foodex-Bangalore is an International exhibition giving immense space to food and food products, food packaging materials and products, packaging equipments, food ingredients, raw materials, canned foods, processed foods, packaging machineries and other similar products and accessories in the Packaging Materials, Plant, Machinery & Equipment industries. In order to introduce latest technological innovations, this event is proved to be an ideal platform to launch your exclusive range of products and services among thousands of Food processors, Machinery suppliers, importers and exporters to throng this expo.



### MeatTech Asia

Date: 30 Aug-01 Sep 2019

Venue: BIEC Bengaluru International Exhibition Centre, Bengaluru, India

MeatTech Asia, an International Exhibition on Meat Products, Processing & Packaging Technologies, Livestock Sector & Allied Industries is a common platform for the entire meat sector, to be held in Bangalore. It will provide an on-hand opportunity to the producers, meat processing technology suppliers, service industry, and other stakeholders to display their strength and interact with each other.



### Namma Mysore Food and Carnival Expo 2019

Date: 30 Aug 2019 - 1 Sep 2019

Venue: Puttaraj Gawai Stadium, JP Nagar, Mysuru

The goals of the event are to focus on food products and areas of Wellness & organic Products, Automobiles, Home & Consumer Electronics, Kitchen Appliances, Computer & Mobile, Solar Products, Furniture, Furnishing & Interiors, Art & Handicrafts, Handloom & Footwear, Garments & Dress Materials, Fashion, Textiles & Jewelers, Beauty & Health, Stationery, Gift & Toys, Artificial Flowers, Crockery, FMCG Product, Food Product, Insurance & Banking Real Estate and many more allied



### Express Food and Hospitality Hyderabad

Date: 24-26 Sep 2019

Venue: Hitex Exhibition Center, Hyderabad, India

The goals of the event are to focus on food products and areas of Wellness & organic Products, Automobiles, Home & Consumer Electronics, Kitchen Appliances, Computer & Mobile, Solar Products, Furniture, Furnishing & Interiors, Art & Handicrafts, Handloom & Footwear, Garments & Dress Materials, Fashion, Textiles & Jewelers, Beauty & Health, Stationery, Gift & Toys, Artificial Flowers, Crockery, FMCG Product, Food Product, Insurance & Banking Real Estate and many more allied



# EVENTS CALENDAR

19-21  
SEPT

**SIAL INDIA**  
Thu, 19 – Sat, 21 Sep | 2019  
Mathura Rd  
New Delhi  
Delhi

4  
SEPT

**RIGA FOOD 2019**  
Wednesday  
Bengaluru International Exhibition  
Centre, Tumkur Main Road, Hobli  
Bengaluru, Karnataka

18  
SEPT

**FOOD & HOTEL INDIA**  
Wed, 18 – Fri, 20 Sep | 2019  
Nesco Center, Western Express Hwy,  
NESCO, Goregaon Mumbai,  
Maharashtra

13  
SEPT

**INTERNATIONAL FOODTEC  
INDIA**  
Fri, 13 – Sun, 15 Sep | 2019  
Mathura Rd  
New Delhi, Delhi

26-28  
SEPT

**FOODTEK**  
Thu, 26 – Sat, 28 Sep | 2019  
Nesco Center, Western Express Hwy,  
NESCO, Goregaon  
Mumbai, Maharashtra

21-23  
OCT

**FOOD INGREDIENTS & HEALTH  
INGREDIENTS INDIA**  
Mon, 21 – Wed, 23 Oct | 2019  
Nesco Center, Western Express Hwy,  
Mumbai, Maharashtra

13-15  
SEPT

**ANUTEC - INTERNATIONAL  
FOODTEC INDIA**  
Fri, 13 – Sun, 15 Sep | 2019  
New Delhi,  
India

07-09  
NOV

**BIOFACH INDIA**  
Int'l Organic Trade Fair  
November 07 - 09 | 2019  
New Delhi, India

14-16  
NOV

**BTF - BAKERS TECHNOLOGY  
FAIR**  
14 - 16, November | 2019  
Hyderabad, India

13-15  
SEPT

**ANUTEC - INTERNATIONAL  
FOODTEC INDIA**  
Fri, 13 – Sun, 15 Sep | 2019  
New Delhi,  
India

28-30  
NOV

**IIITCE - INDIA INT'L TEE AND  
COFFEE EXPO**  
November 28 - 30 | 2019  
Calcutta, India

21-23  
NOV

**WORLD TEA & COFFEE EXPO**  
Int'l Trade Fair Dedicated to Tea and  
Coffee Sectors  
November 21 - 23 | 2019  
Mumbai, India

05-07  
DEC

**FOOD PEX INDIA**  
December 05 - 07 | 2019  
New Delhi, India

06-08  
DEC

**UPPERCRUST FOOD & WINE  
SHOW**  
December 06 - 08 | 2019  
Mumbai, India

12-14  
DEC

**DRINK TECHNOLOGY INDIA**  
Int'l Trade Fair Dedicated to Tea and  
Coffee Sectors  
December 12 - 14 | 2019  
New Delhi, India

# Event Calendar



CII Tamil Nadu Travel Mart  
19 – 22 September 2019  
Chennai Trade Center, Chennai

## ITB

ASIA-SINGAPORE	OCT	16-18	2019
BERLIN	MAR	04-08	2020
INDIA-MUMBAI	APR	15-17	2020
CHINA-SHANGHAI	MAY	13-15	2020

## IITM

AHEMEDABAD	SEPT	13-15	2019
DELHI	SEPT	20-22	2019
MUMBAI	SEPT	27-29	2019
HYDERABAD	NOV	22-24	2019
PUNE	NOV	29-30, DEC-1	2019
KOCHI	JAN	09-11	2020
KOLKATA	FEB	21-23	2020

## TTF

SURAT	SEPT	06-08	2019
MUMBAI	SEPT	13-15	2019
PUNE	SEPT	20-22	2019
CHENNAI	JAN	17-09	2020
DELHI	JAN	24-26	2020
BANGLORE	JAN	30-31, FEB 1	2020



**METRO**  
**FOOD AWARDS**  
Your Efficiency Recognized  
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WTM	LONDON	NOV 04-06	2019
TTF & OTM	MUMBAI	FEB 03-05	2020
TTF-SUMMER	KOLKATA	FEB 14-16	2020
BLTM	DELHI	JAN-31, FEB 01	2020
SATTE	GREATER NOIDA	JAN 08-10	2020
GITB	JAIPUR	APR 19-21	2020
ATM	DUBAI	APR 19-22	2020



## NIRAAMAYA RETREATS CARDAMOM CLUB, THEKKADY WINS THE BEST HOSPITALITY ARCHITECTURE AWARD AT THE FORBES INDIA DESIGN AWARDS 2019



Niraamaya Retreats Cardamom Club, Thekkady has won the Best Hospitality Architecture Award at The Forbes India Design Awards 2019.

The debut awards from Forbes India, the Indian iteration of the global business magazine, were judged by 11 of India's accomplished architects

who reviewed projects in two categories—Architecture and Interiors, the two pivotal arms of design. The jury members selected multi-faceted winners representing a cross-section of dynamic architectural and design practices from the country, judged on the criteria of innovation, sustainability and an unconventional approach to design.

Niraamaya Retreats Cardamom Club, designed by Bengaluru-based architectural studio Kumar La Noce, was awarded for its inventive design

in a landscape as pristine as Thekkady. The retreat spreads across a lush network of cardamom plantations on steep terrain in the forest-covered Thekkady. In their reasons why Niraamaya Retreats Cardamom Club was the right choice for Best Hospitality Architecture Award, the jury stated, "The site also includes an open-to-air pool with adjacent stepped decks and a spa block divided into three interconnected volumes, all of them raised on stilts. The villa structures envisioned as light and elegant floating volumes are in sync with the site's natural harmony and have been crafted out of rich reddish Bangkirai hardwood sourced from sustainably managed plantations."

## SAROVAR HOTELS & RESORTS SPREAD PRESENCE IN ANDHRA PRADESH WITH SAROVAR PORTICO DINDI



Already managing 80 operational hotels in 50 destinations in India and overseas, Sarovar Hotels and Resort announces the signing of new hotel in the Godavari Delta of Andhra Pradesh. Dindi, a destination known for its coconut plantations, palm-fringed canals, lakes, lagoons and Houseboat Cruise is in the intersection where the Godavari joins the Bay of Bengal. Sarovar Portico, Dindi offers travellers

picturesque scenic beauty, pristine backwaters and bounty of options to choose from Antervedi beach to Peruru Heritage Village, Coringa Wildlife Sanctuary to Sri laxmi Narsimha Swamy Temple, surely not to miss a boat ride on the

Godavari. After renovation it will have 50 aesthetically designed rooms including Suites, with a view of beautiful lilies and lotus ponds. Other facilities include an Outdoor Swimming pool, Spa, dining area and Indoor meeting and banquet space for business meets and social event. This is Sarovar's second hotel in the state of Andhra Pradesh after Marasa Sarovar Premiere, Tirupati.

## THAILAND EXTENDS FREE VISA-ON-ARRIVAL FOR INDIANS TILL APRIL 2020 AUGUST 26, 2019

The Royal Thai Government has approved the extension of the visa-on-arrival fee waiver for citizens of 20 countries including India for another six months, until April 2020. The scheme was to expire on October 31. The waivers are part of a \$10-billion stimulus package to boost growth, including a debt moratorium for farmers, loans for smaller businesses, and more money for low-income earners. The scheme would cover Lunar New Year and the Thai new year, Songkran. The fee of 2,000 baht (INR 4,666) is to be waived for tourists staying up to 15 days until next year.

Meanwhile, the Thai cabinet has rejected a proposal for visa-free entry for visitors from China and India, because of security concerns.

## FOUR POINTS BY SHERATON MAHABALIPURAM LAUNCHES SHUTTLE SERVICE “FOUR POINTS MAHABS EXPRESS” FOR ITS IN-HOUSE GUESTS



Four Points by Sheraton Mahabalipuram Resort and Convention Centre has introduced “Four Points Mahabs Express” - a shuttle service to discover Mahabalipuram and its beach, exclusively for the in-house guests. Located on the East Coast Road

(ECR), the hotel is close to the seaside and historical monuments of the town, the Four Points is now on four wheels that connects four exotic and historical places of Mahabalipuram capturing 4 fun elements such as good food, water rides and shopping experiences.

The shuttle service starts at 9:30 am from Four Points Mahabalipuram in the morning and covers places like - The Five Rathas, which is the rock-cut temples shaped in different styles; The Shore Temple that overlooks the shore of the Bay of Bengal; Krishna’s Butter Ball - a huge boulder near the Ganesha Ratha is popularly known as Krishna’s butterball. The 4th and people’s favourite destination, Polaris, an adventurous ATV sports center that has on off-road track and fun filled boat rides, catamaran rides and Jet Ski in Sea. The beach shuttle service from Four Points by Sheraton promises to offer their guests a rich cultural and historical experience that enhances overall stay at the hotel.

## AMEX’S HOTEL MONITOR 2020 REPORT PREDICTS HIGHEST ROOM RATE GROWTH FOR APAC IN BANGALORE



Hotel Monitor 2020 report put out by American Express Global Business Travel (GBT) with the support of Global Business Consulting (GBC) predicts highest room rate growth for Bangalore among the key cities in the Asia Pacific region next year. The report predicts up to 5% room rate growth in Bangalore next year. As India’s hi-tech hub, the Hotel Monitor reports a huge demand for

business travel into the city next year. Despite the double-digit supply growth, the report hopes the city hotels to lead the APAC hotel rate growth at 5%.

The report predicts up to 4% room rate growth for Tokyo, 3% for Hong Kong, 1% for Beijing and 1% for Sydney. Kuala Lumpur, Shanghai, Melbourne and Singapore are

expected to have a hotel rate growth of 2% by the Hotel Monitor 2020 report. The study says that although inbound leisure and business are key drivers for hotels in the Asia Pacific, increasingly domestic travellers are filling hotel beds, compensating for any falls in international visitor numbers.

Key new additions for Bangalore going forward are the Four Seasons, Radisson Red and The Fern, the report says. At the same time, the Indian Machine Tool Manufacturers’ Association will organize its flagship IMTEX Forming 2020 at the Bangalore International Exhibition Centre in January 2020. Billed as the largest event of its kind in South East Asia, IMTEX is expected to bring more than 80,000 visitors to the city, the report notes.

The report, according to GBC has been compiled taking into account historical booking data for every city and region for the past seven years.



ഇപ്പോൾ കൂടുതൽ സമ്മാനങ്ങളോടെ

# കാരുണ്യ കാരുണ്യ പ്ലസ്

ഭാഗ്യക്കുറികൾ



100%

സംസ്ഥാന  
ഭാഗ്യക്കുറിയുടെ  
ലാഭം പൂർണ്ണമായും  
കേരള ജനതയുടെ  
ആരോഗ്യ  
പരിരക്ഷയ്ക്ക്



## കാരുണ്യ

എല്ലാ ശനിയാഴ്ചയും

ഒന്നാം സമ്മാനം

₹1  
കോടി

COMMON TO ALL SERIES

₹10 രണ്ടാം സമ്മാനം  
ലക്ഷം  
COMMON TO ALL SERIES

₹10 മൂന്നാം സമ്മാനം  
ലക്ഷം  
ഒരു ലക്ഷം വീതം  
10 പേരിൽ

ടിക്കറ്റ് വില

₹50

കൂടാതെ 5000, 2000, 1000, 500, 100  
രൂപയുടെ മറ്റനേകം സമ്മാനങ്ങൾ

## കാരുണ്യ പ്ലസ്

എല്ലാ വ്യാഴാഴ്ചയും

ഒന്നാം സമ്മാനം

₹70

ലക്ഷം

COMMON TO ALL SERIES

₹5 രണ്ടാം സമ്മാനം  
ലക്ഷം  
COMMON TO ALL SERIES

₹12 മൂന്നാം സമ്മാനം  
ലക്ഷം  
ഒരു ലക്ഷം വീതം  
12 പേരിൽ

ടിക്കറ്റ് വില

₹30

കൂടാതെ 5000, 1000, 500, 100  
രൂപയുടെ മറ്റനേകം സമ്മാനങ്ങൾ



കേരള സംസ്ഥാന ഭാഗ്യക്കുറി വിശ്വസ്തം...സുതാര്യം...ജനകീയം

## ZOMATO ANNOUNCES REWARD PROGRAM FOR RESTAURANTS WHICH EXCEL IN CUSTOMER DELIGHT



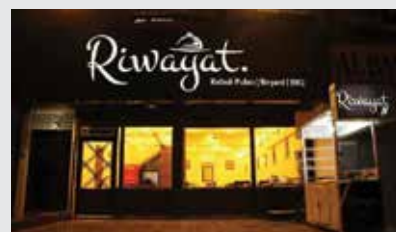
Zomato, leading food delivery company, has announced a reward program for restaurant partners which abide by the principles and business ethics and deliver seamless customer experience. The program intends to reward restaurants which put people before business and uphold very high standards of user experience.

Zomato has also announced the winners of the first edition of winners under the program. These restaurants are Brahmin's Thatte

Idli (Bangalore), Agarwal Caterers (Jaipur), Salad Days (Delhi NCR), and Hotel Reshma (Nellore).

The criteria for selection, as per Zomato, are the percentage of order rejection rate; on-time performance of the kitchen in peak hours; number of customer complaints on food, quality of packaging, etc.; use of technology in running efficient service, etc. For selected outlets, Zomato will waive off their fee for a full week from these restaurants.

## HYDERABAD GETS A NEW NIZAMI LUXURY CULINARY VENTURE, RIWAYAT



The founders of Hyderabad's Bade Miyan Kebabs adds another jewel for the city's gastronomes, Riwayat. Their latest affordable luxury culinary venture is at Jubilee Hills, Road No 36. The restaurant was inaugurated by Home Minister Mahmood Ali.

Originally from Lucknow, Mohammed Iqbal is a restaurateur by profession. The biggest example of his expertise lies in the success of his restaurant Khayam, which he opened in Riyadh, Saudi Arabia. One of the founders, Mohammed Razzaq is a 4th generation restaurateur from the house of Bade Miyan Kebabs – who once served to the SalarJung the royal family.

## VIETJET TO START TWO DIRECT FLIGHTS TO INDIA



Vietnam's low-cost airline VietJet Air is going to start two direct flights to India by the year end. The flights will be launched from Vietnam's Ho Chi Minh City and capital Hanoi to New Delhi.

According to Vietjet's official website, the airline will take off from Ho Chi Minh City to Delhi between December 6, 2019, and March 28, 2020, on Mondays, Wednesdays, Fridays and

Sundays. The flight services from Hanoi to Delhi will be scheduled from December 7, 2019, to March 28, 2020, on Tuesdays, Thursdays and Saturdays.





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## SIHRA DONATES RS 5 LAKHS TOWARDS KARNATAKA FLOOD RELIEF

SIHRA Donates for Karnataka Flood Relief



South India Hotels and Restaurants Association (SIHRA) has donated Rs. 5 lakhs towards relief work after the devastating floods that affected Karnataka earlier this month. The cheque was handed over to the Honourable Chief Minister B.S. Yediyurappa by a delegation from SIHRA led by K. Syama Raju (President), M. Balakrishna Reddy (VP) and Jose Pradeep (EC Member)

## MOCA LAUNCHES JOB PORTAL FOR AVIATION PROFESSIONALS, FULFILLS PROMISE TO JET EMPLOYEES

The Ministry of Civil Aviation of Government of India is the nodal ministry responsible for the formulation of national policies and programs for development and regulation of Civil Aviation and for devising and implementing schemes for the orderly growth and expansion of civil air transport. Its functions also extend to overseeing airport facilities, air traffic services and carriage of passengers and goods by air. The Ministry also administers implementation of the Aircraft Act, 1934, Aircraft Rules, 1937 and is administratively responsible for the Commission of Railways Safety. Hardeep Singh Puri, Minister of State (I/C) for Civil Aviation, Housing and Urban Affairs and Minister of State for Commerce and Industry launched an aviation job portal for people looking for jobs in this sector. Puri said that the portal's objective is to provide a common platform for job seekers to register their area of interest across various civil aviation sub-sectors. "Aviation Jobs portal is a unique

initiative to harness the growth potential of the aviation sector to contribute to employment and re-employment in skilled aviation jobs in India. Both candidates and employers would be able to access a wider choice. Candidates will be able to seek job opportunities matching their profiles. Employers will be able to shortlist those suitable to serve their HR requirements as per their company policy through an online medium," he added. Prospective Employers, who have completed their KYC under the Ministry of Corporate Affairs MCA-21 database would be eligible to register themselves on the portal. The portal can be accessed at the following link: <http://aviationjobs.co.in/available> on the website of the Ministry. Aviation Jobs makes no recommendations regarding employers. Job seekers and employers are encouraged to perform their verifications when applying for or accepting employment offers.

## BODY SCANNERS COMPULSORY AT ALL AIRPORTS IN INDIA BY 2021

The Bureau of Civil Aviation Security (BCAS) has said that it will bring in the concept of mandatory body scanning method in all the major airports in India by 2021 and within the next two years, all the airports in the country will have body scanners. The BCAS is an attached office of the Ministry of Civil Aviation and the regulatory authority for civil aviation security. A full-body scanner scans an individual's body for security screening without making any physical contact. However, passing through the body scanner for the passengers will be purely voluntarily and those with implants, medical conditions, and pregnant women will be frisked manually and through metal detectors. "Since the nature of threat is changing a lot of technological upgrade is happening



in terms of aviation security. We have ordered installations of body scanners as normal scanners cannot detect trace of plastic explosives and other threat material," said Jyoti Narayan, Joint Director General, BCAS. He added that radiation detection systems have already been launched to check cargo for CBR and plastic explosives. The official said that the BCAS is taking several other steps to ensure smooth movement of passengers at the airports without risking security. For instance, new CTX machines are being installed at airports to prevent passengers from taking out laptops and liquid from hand baggage during security scan.



# KTM GETS MANAGING COMMITTEE FOR 2019-21

## BABY MATHEW SOMATHEERAM RE-ELECTED AS PRESIDENT AND JOSE PRADEEP AS HONORARY SECRETARY

**K**erala Travel Mart (KTM) Society revamped its managing committee for 2019-21, retaining top functionaries including Baby Mathew Somatheeram as the president, Swaminathan S as vice-president and Jose Pradeep as honorary secretary of the organisation that works for the promotion of the state's tourism with the help of public-private partnership.

The 2000-founded institution, which conducts the biennial KTM that hosts the country's largest buyer-seller meet in the tourism segment, will have Hari Kumar C as the honorary joint secretary and Scaria Jose as the honorary treasurer.

The appointments were made based on an election held at Kochi.



The other members of the 17-strong committee are Bony Paul, Janeesh J, Jobin Joseph, Jose Mathew, Lalith Viswakumar, Mallika Dinesh Kumar, Muhammed Ansari K A, P M Ross Masood, Rakesh O M, Riyaz U C, Shilendran M, Tejus Jose.

KTM is India's largest gathering in tourism industry, facilitating meetings involving buyers, sellers, media and government agencies among others.



*Baby Mathew Somatheeram  
KTM President*



*Jose Pradeep  
KTM Secretary*



## SIHRA ORGANISES AWARENESS SESSIONS IN CHENNAI AND HYDERABAD ON POSH LAW

**S**outh India Hotels and Restaurants Association (SIHRA) organised an awareness session for its Members this month, with Vishal Kedia, Founder and Director of Complykaro.

Complykaro is empanelled by the Ministry of Women & Child Development, Government of India, as a Resource Company for providing PoSH Training.

The Awareness session held for SIHRA Members was with regard to compliance with the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal), Act 2013 (PoSH Law).

This programme was recommended for Hotel Owners, Senior Management, HR Heads and members of the Internal Complaints Committee and it helped clarify the salient features and requirements of the law.

The sessions were held in Chennai at the Ambassador Pallava Hotel



*Vishal Kedia, Complykaro answering queries on PoSH Law at the session in Chennai.*



*SIHRA Members at Knowledge Session in Chennai on PoSH Law*



*SIHRA -Knowledge session for members in Hyderabad*



*SIHRA Members Chennai interactive session on PoSH Law*

and in Hyderabad at the Katriya Hotel and Towers. Both sessions were well attended and since it was interactive, participants were able to clarify a lot of their queries regarding the law. Mr. Kedia shared copies of a booklet on the PoSH

law with all who were present at the session. Mr. S.Bhagwat, Director, Human Resources, The Park Hyderabad, who attended the session, said he and his team gained more insight on the vital features of the PoSH Act and its application.

## KARNATAKA INTERNATIONAL TRAVEL EXPO 2019 (KITE)



*The Chief Minister of Karnataka, Hon'ble B.S.Yediyurappa inaugurates the 1st edition of KITE. Mr.K.Syama Raju, President, Karnataka Tourism Society is also in the photo*

Karnataka Tourism Society in partnership with the Department of Tourism, Government of Karnataka held the first edition of KITE at The Lalit Hotel in Bangalore from August

homestays and also bed and breakfast.

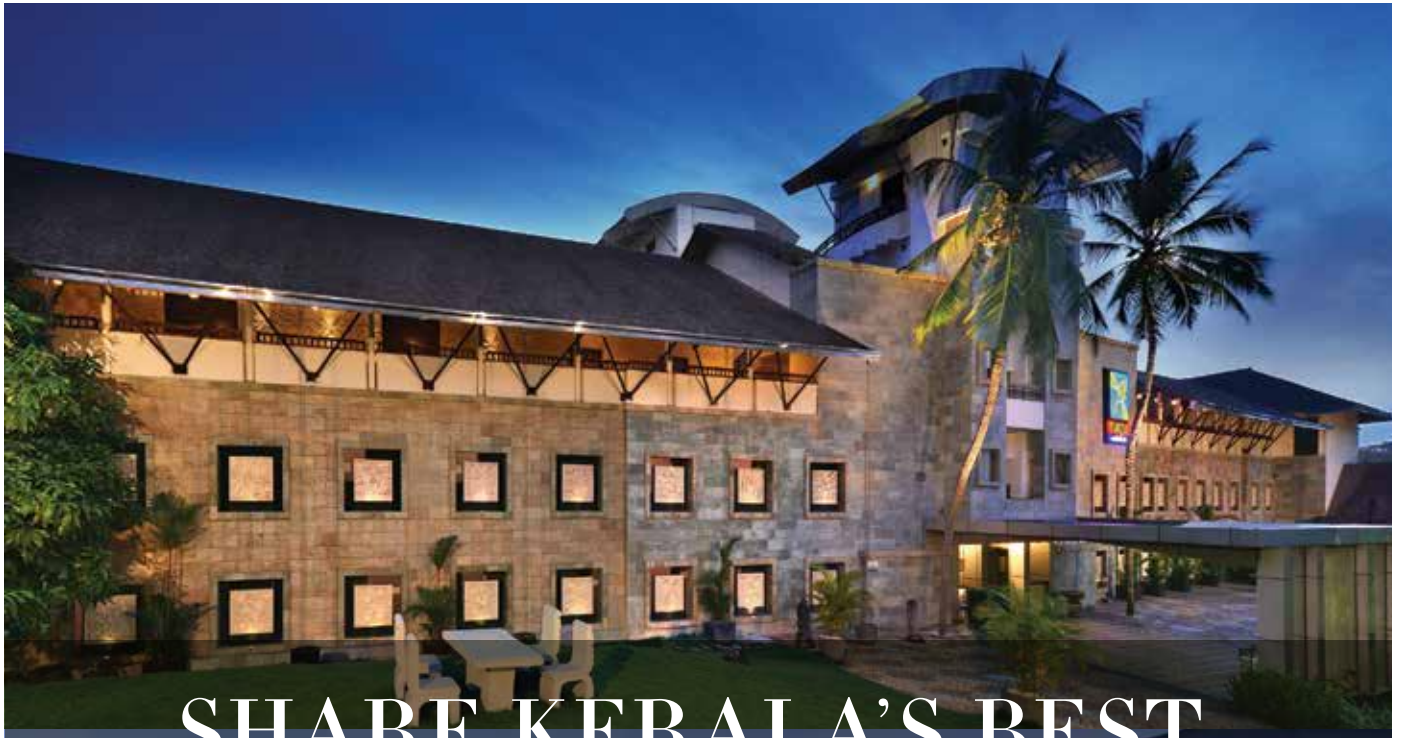
The event was inaugurated by the Hon'ble Chief Minister of Karnataka,

25th to 27th, 2019. The event showcased the best of Karnataka Tourism and participants included hotels, resorts and spas, tour operators,

B.S.Yediyurappa. More than 300 International buyers from 30 countries including Indian buyers, attended the event. Over 100 sellers from Karnataka participated in this B2B event. This Expo also had close to 50 travel writers, bloggers and media personnel present at the 3 day event.

Mr.K.Syama Raju, President, Karnataka Tourism Society and President, SIHRA said a lot of effort and co-ordination went in to make the event a success. He said with the inputs from this event, he was sure that the 2nd edition of KITE would be a significant event on the Tourism calendar in Karnataka. He hoped to ensure more international participation and have many more sellers exhibit their products.





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## A Few Challenges of the Hospitality Industry in India

**H**ospitality sector contributes about 8% of India's GDP. With a host of job opportunities opening up recently, this industry contributes directly and indirectly to the overall positive growth in the Indian economy. Attracting a considerable amount of Foreign Direct Investment (FDI), the industry is one of the crucial foreign exchange earners in the country.

There are, however, a few concerns which are affecting the development of the hospitality industry. The major challenge is to bridge the demand and supply of workforce resulting from high attrition rate, training & development, talent acquisition, non-competitive wages compared to other sectors.

The branded hotel supply chains in India have increased manifold in the past decade. But the aspect of quality workforce has failed to keep up this trend. The industry has been facing hard times in creating skills and then retaining it.

A recent study suggested that the existing supply of human resources in the hospitality industry does not cater to even 40% of the demand. The reason is, though around 50,000 students are being trained every year across various hospitality education institutes, only 55-60 per cent join the industry, and the remaining per cent shifts the career path. This widens the gap between the supply of the trained workforce and the demand in the industry.

Now the issue is how we can solve the current situation because the challenge faced at each level is different. The industry is facing a talent crisis at mid and senior management levels due to unattractive salary package and long working hours. A boom in other service sectors like

banking, retail, IT and BPO have led to a shortage at the front of the house staff level which forms a huge proportion of manpower. It is a pertinent fact that the percentage of untrained manpower unfavourably affects the quality of services offered to the guests.

In a scenario marked by the fast pace of technological advancement, technical skills quickly become obsolete. Up-skilling people to become more capable in their jobs, rewarding professional excellence and supporting career progress can improve the situation of the hotels, in general. Another challenge is that although the employment opportunities and the number of educational institutions are increasing, relatively a few of these institutions generate graduates who are potential managers for this booming industry.

These challenges can be resolved in several ways with joint research initiatives by the industry and the academic institutions. Matching the curriculum by inviting industry experts to share the latest insights, training the faculty on present operational process, improving the overall quality of training institutions, increasing the number of enrolments and meeting the required volume and quality internships will go a long way in making this career choice more attractive and rewarding. Therefore, the industry and the institutions should work together to complement the efforts of each other and attain viable progress.

The future looks bright for the hospitality industry, provided the issues are tackled appropriately. I believe that the government must offer its full support in incentivising this crucial sector of the economy to bring India on par with other leading nations.



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