

# SIHRA

## HOSPITALITY MAGAZINE



SEPT-OCT 2019

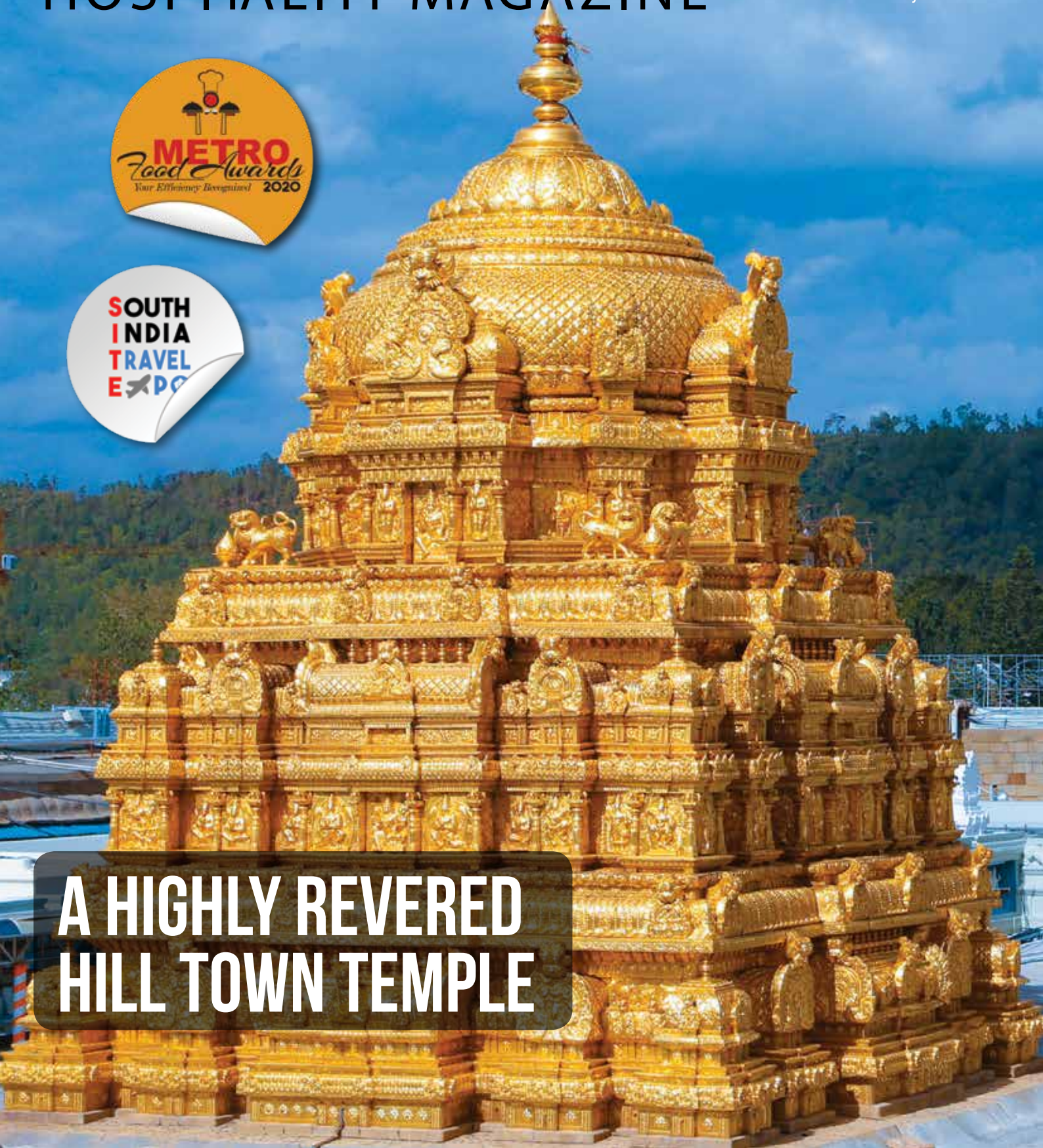
Vol: 2 Issue 11 Pages 32 ₹20  
RNI: DELENG/2017/73247

# News

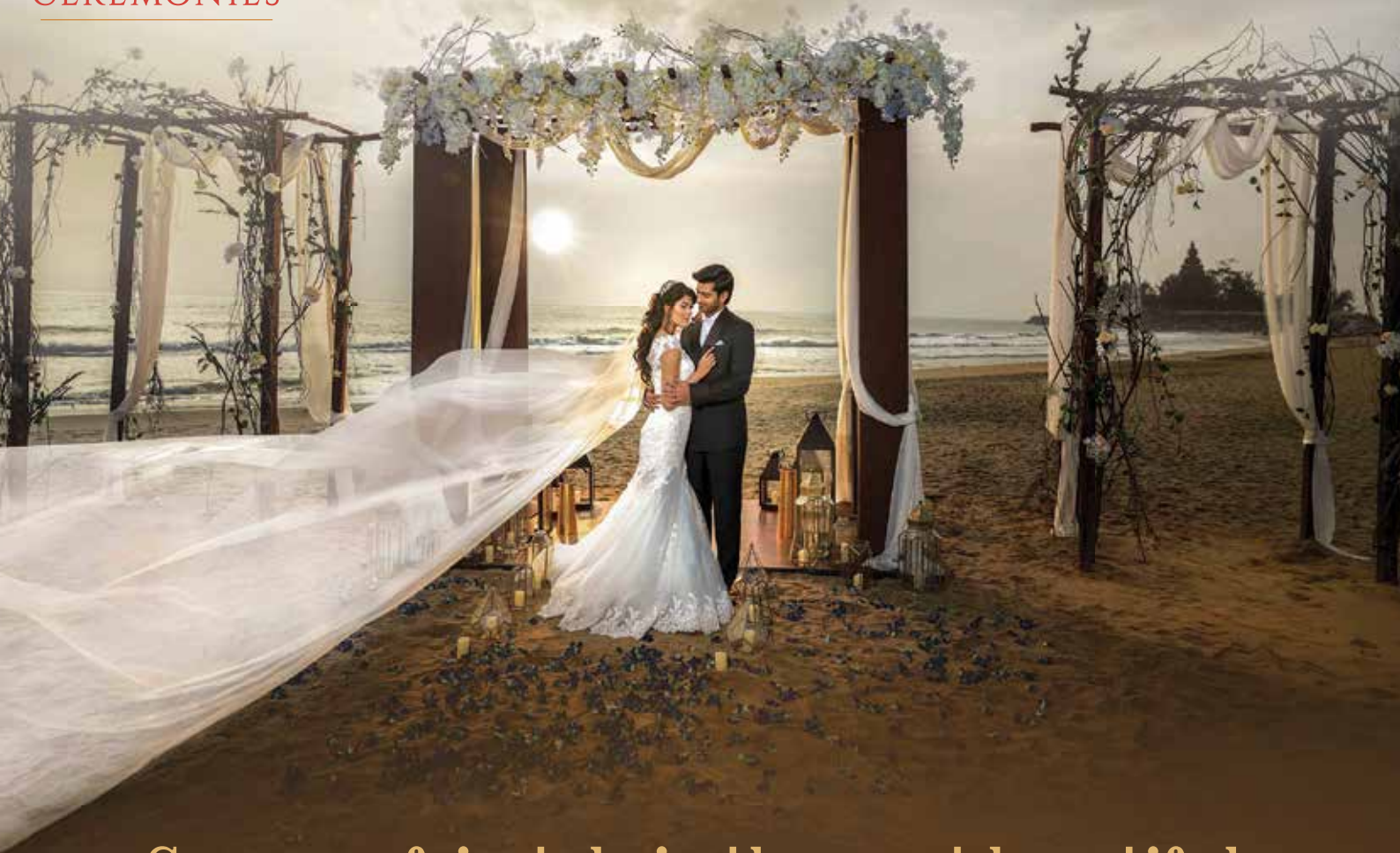
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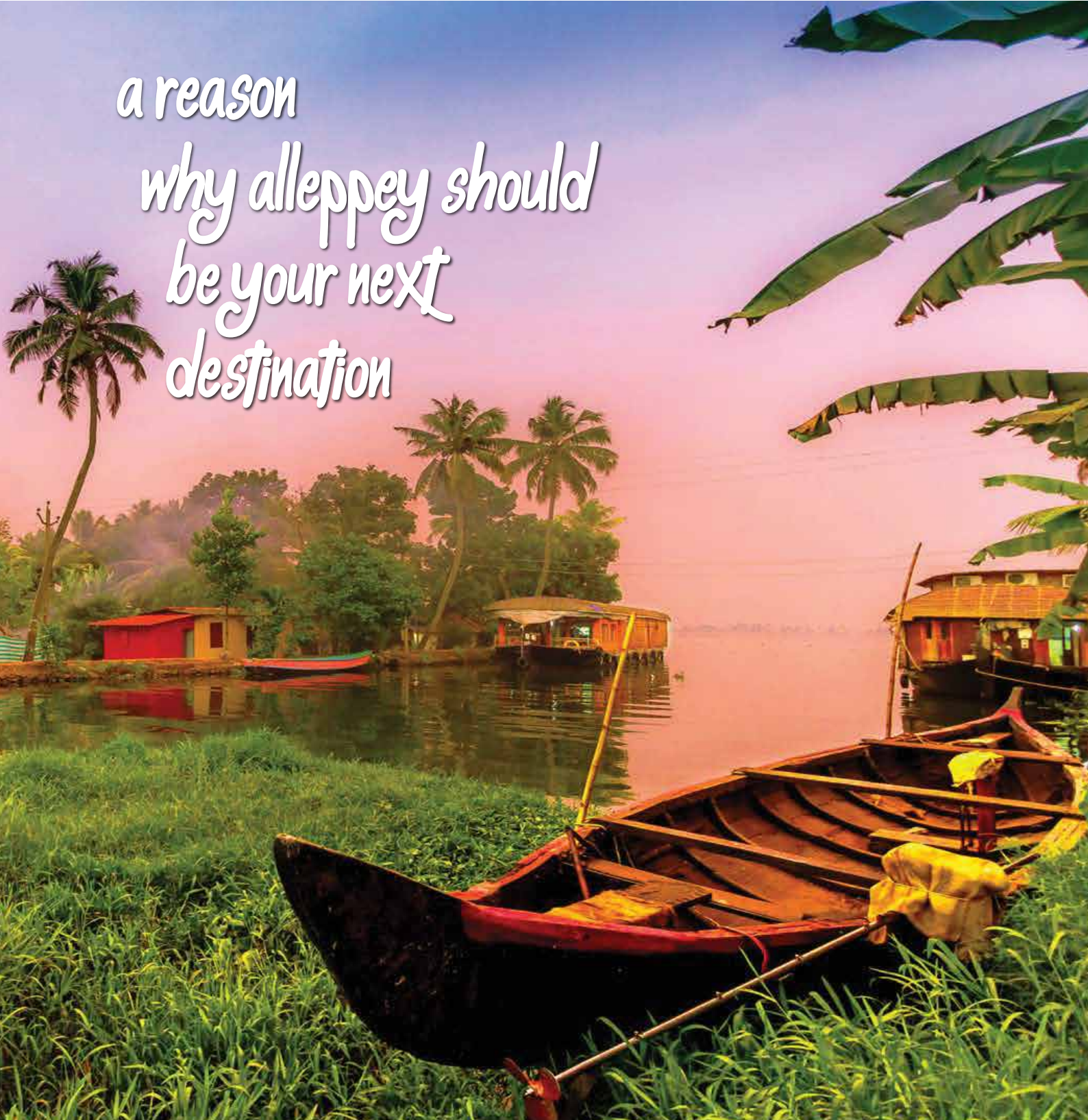


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**SIHRA** News  
HOSPITALITY MAGAZINE



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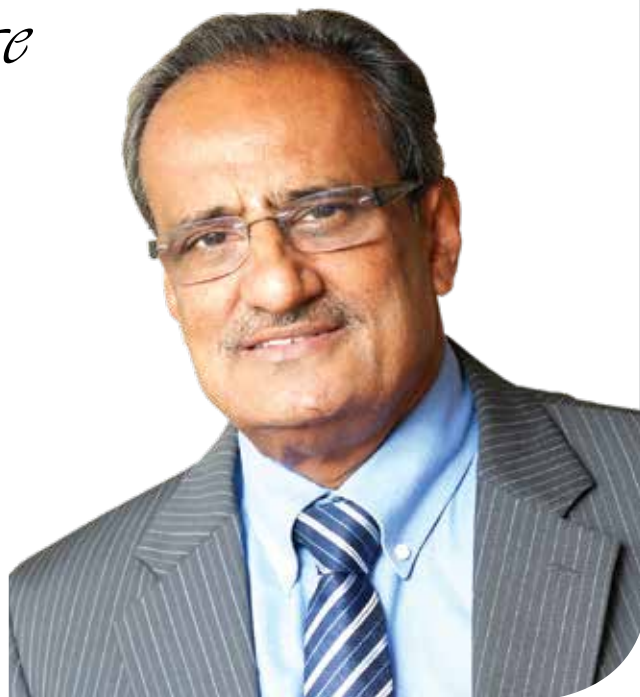
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## PRESIDENT'S *Message*

**K. Syama Raju**  
President  
SIHRA



Dear fellow members,

**T**he requests from the hospitality industry pertaining to a revision in GST were heard and the GST rates on room tariffs on different slabs were reduced, as also the GST rates on outdoor catering. This was indeed welcome news for the hospitality industry. Your Association had taken up this concern through FHRAI on behalf of its Members.

Karnataka Tourism Society held the first edition of the Karnataka International Expo ( KITE ) in Bangalore from Aug 27- 29. More than 300 international and Indian buyers were present and many B2B meetings were held. The Hon'ble Chief Minister of Karnataka, B.S.Yediyurappa inaugurated the event.

In the wake of the flooding in Kerala this year, SIHRA donated Rs. 5 lakhs towards flood relief and rehabilitation efforts. The cheque was handed over to the Hon'ble Chief Minister Pinarayi Vijayan by a delegation from SIHRA led by Mr.Suresh Pillai, Vice President – Kerala.

The 68th Annual General Meeting of SIHRA was held in Chennai on 21st September 2019 at the Feathers Hotel. SIHRA continues to strive for the betterment of the hospitality industry of the southern states.

Tamil Nadu Tourism Mart ( TTM ) held its second edition in Chennai in September. The event had more than 300 sellers and many international and domestic buyers attended the event, which highlighted the culture and heritage of Tamil Nadu and the four kingdoms of the Pallavas, Pandyas, Cheras and Cholas. Familiarisation tours were organized for the participants to post the event to help the visitors experience Tamil culture and visit heritage sites.

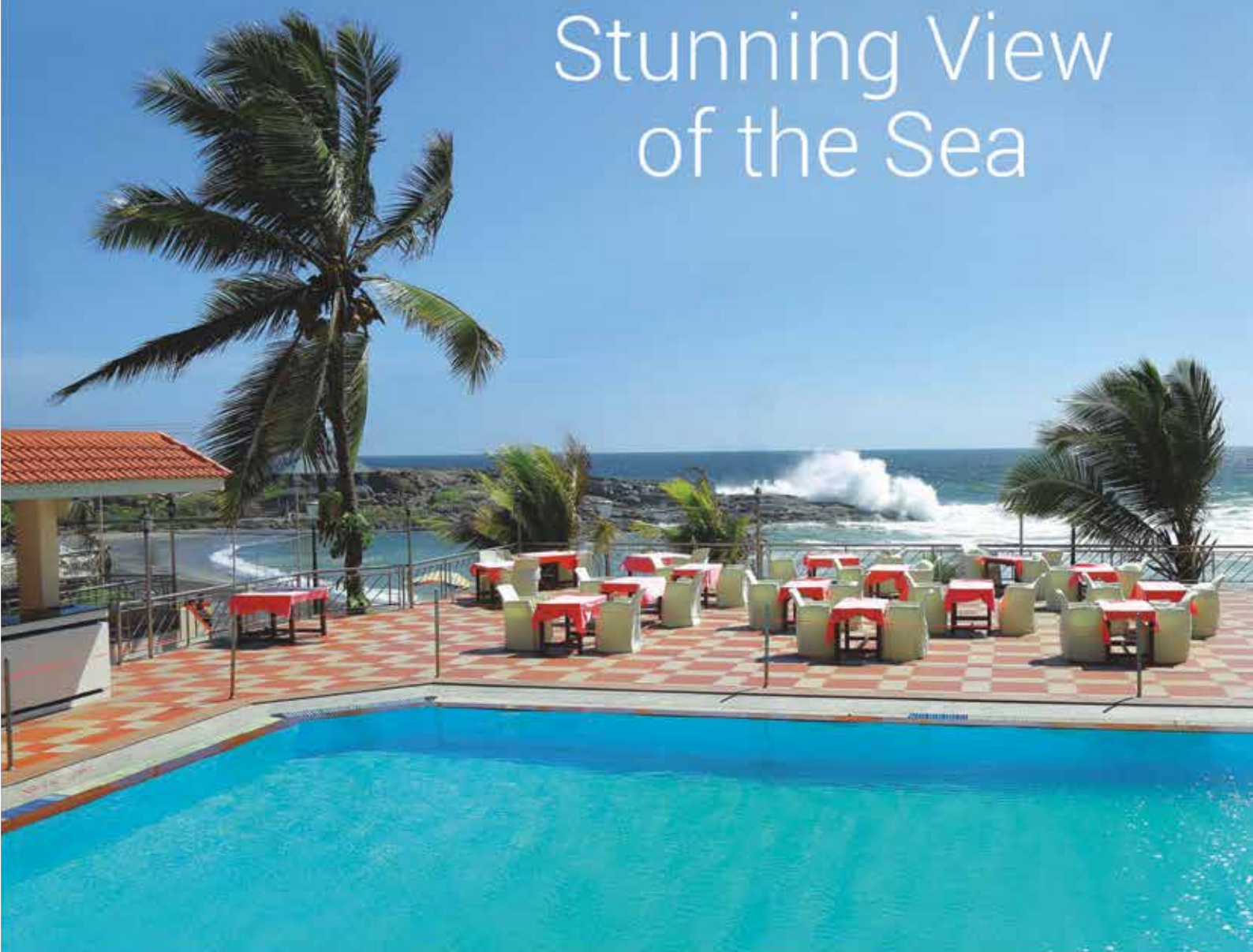
The hospitality industry continues in its efforts to reduce the use of plastic in hotels and restaurants. ITC Hotels has announced that they plan to make all their properties single-use plastic-free. Read on to know more about their efforts.

Kind Regards,  
K.Syama Raju  
President  
SIHRA





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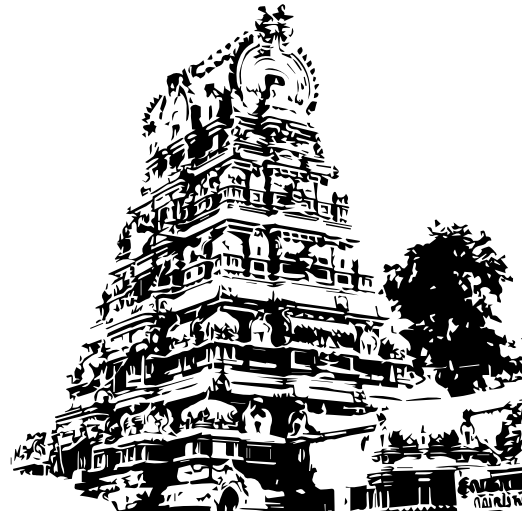


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# ABOUT SIHRA

## 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

### SIHRA NEWS

BI-MONTHLY

SEPTEMBER - OCTOBER 2019

Vol: 2 Issue 11 Pages 32 ₹20

RNI: DELENG/2017/73247



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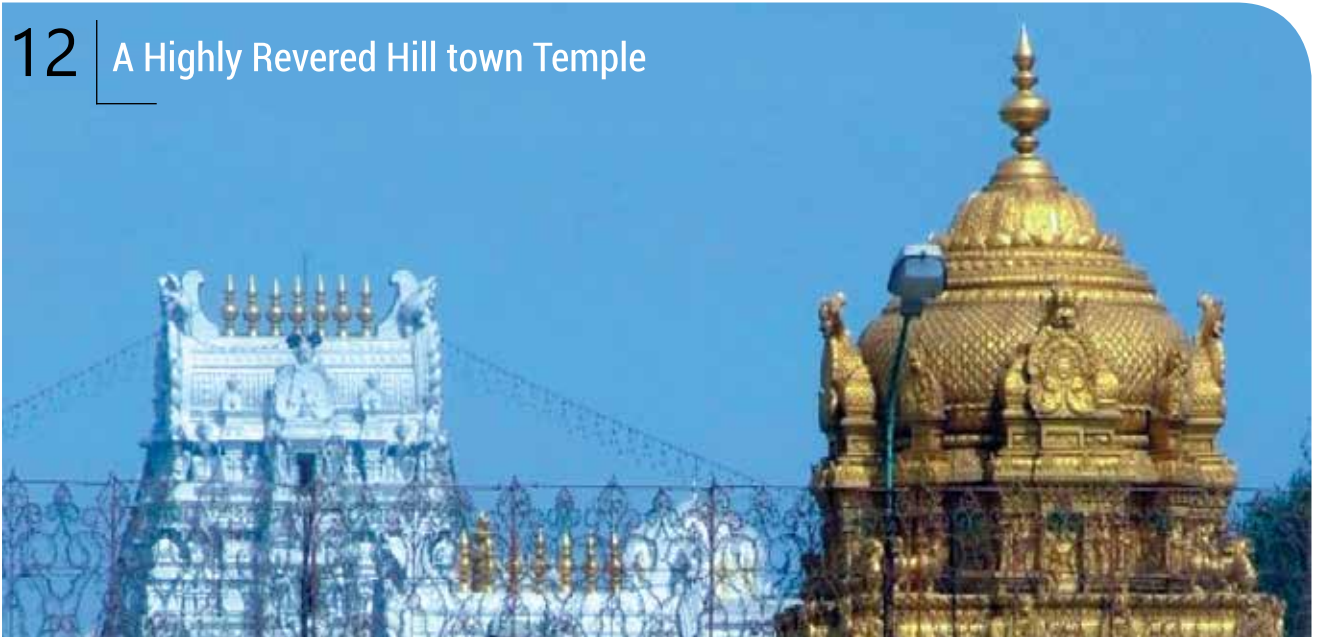
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# Contents

## 12 | A Highly Revered Hill town Temple



## 17 | Humaneness



## 18 | Tamil Nadu Travel Mart-2019 Concluded



## 20 | SITE 2020: bid to boost South India tourism

## 22 | Appointments

## 23 | Training



## 24 | News



# A Highly Revered Hill town Temple

## Venkateswara Temple Thirumala





**A**ndhra Pradesh is on the top of India's pilgrim tourism map thanks to the globally renowned Venkateswara Temple Thirumala. Venkateswara Temple is a landmark Vaishnavite temple situated in the hill town of Tirumala at Tirupati in Chittoor district of Andhra Pradesh, India. The Temple is dedicated to Lord Sri Venkateswara, an incarnation of Vishnu, who is believed to have appeared here to save mankind from trials and troubles of Kali Yuga. Hence the place has also got the name Kaliyuga Vaikuntham and the Lord here is referred to as Kaliyuga Prathyaksha Daivam. The temple is also known by other names like Tirumala Temple,

Tirupati Temple, Tirupati Balaji Temple. Lord Venkateswara is known by many other names: Balaji, Govinda, and Srinivasa.

Tirumala Hills are part of Seshachalam Hills range. The hills are 853 metres (2,799 ft) above sea level. The Hills comprise seven peaks, representing the seven heads of Adishesha. The temple lies on the seventh peak -Venkatadri, on the southern banks of Sri Swami Pushkarini, a holy water tank. Hence the temple is also referred to as "Temple of Seven Hills". Tirumala town covers about 10.33 sq mi (26.75 km<sup>2</sup>) in area.

The Temple is constructed in Dravidian architecture and is

believed to be constructed over a period of time starting from 300 AD. The Garbagruha (Sanctum Sanctorum) is called AnandaNilayam. The presiding deity, Venkateswara, is in standing posture and faces east in Garbha gruha. The temple follows Vaikhanasa Agama tradition of worship. The temple is one of the eight Vishnu Swayambhu Kshetras and is listed as 106th and the last earthly Divya Desam. The Temple premises had two modern Queue complex buildings to organise the pilgrim rush, Tarigonda Vengamamba Annaprasadam complex for free meals to Pilgrims, hair tonsure buildings and a number of pilgrim lodging sites.





Venkateswara Temple is considered as the richest temple in the world in terms of donations received and wealth. The temple is visited by about 50,000 to 100,000 pilgrims daily (30 to 40 million people annually on average), while on special occasions and festivals, like the annual Brahmotsavam, the number of pilgrims shoots up to 500,000, making it one among the most-visited holy places in the world.

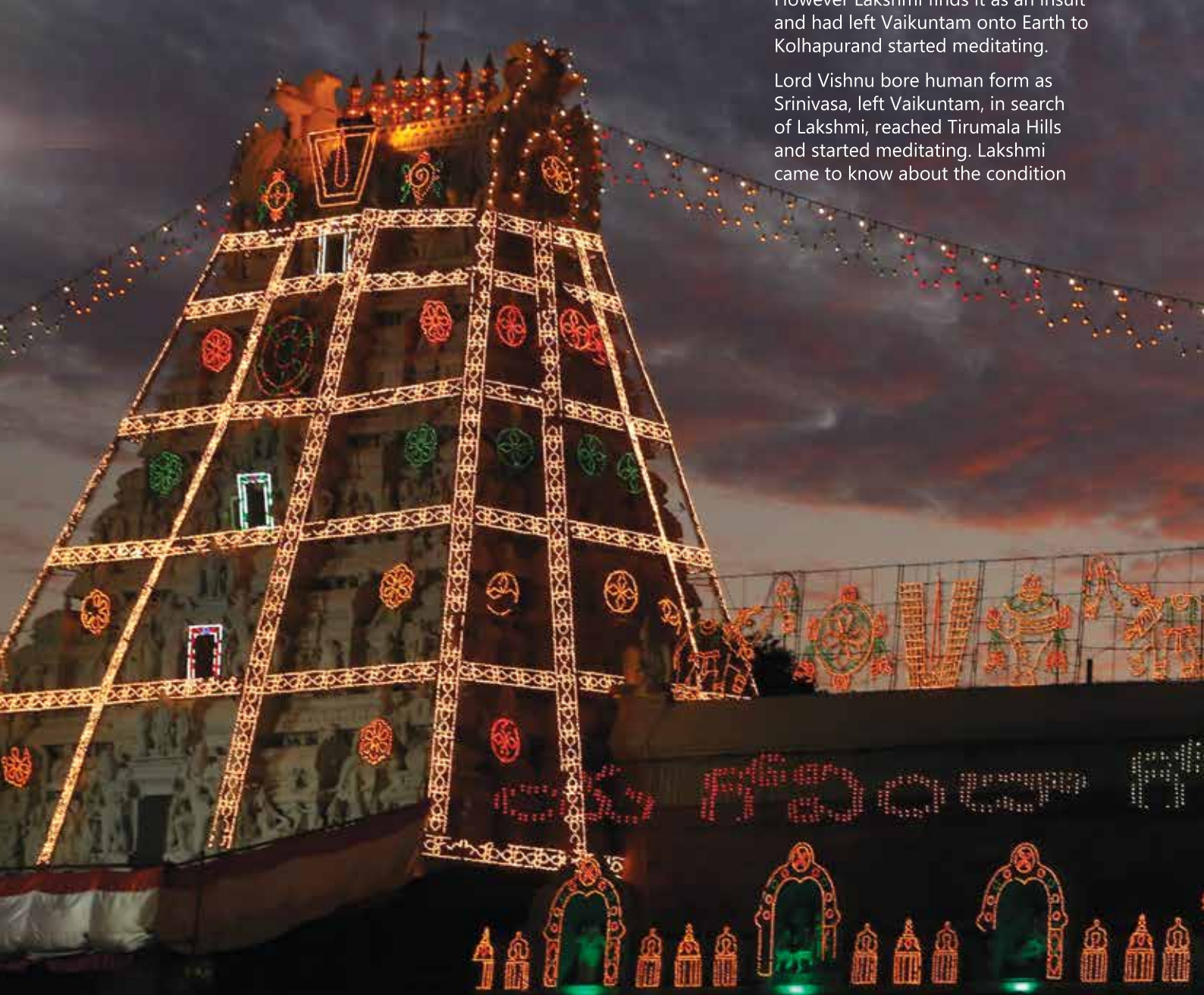
It is around 435 km (270.3 mi) from Vijayawada, 571.9 km (355.4 mi) from Hyderabad, 138 km (85.7 mi) from Chennai, 291 km (180.8 mi) from Bangalore, and 781.2 km (485.4 mi) from Visakhapatnam.

There are several legends associated with the manifestation of the Lord in Tirumala. According to one legend, the temple has a murti (deity) of Lord Venkateswara, which it is believed shall remain here for the entire duration of the present Kali Yuga.

During Dvapara Yuga, Adishesha resided on earth as Seshachalam Hills after losing a contest with Vayu. According to Puranas, Tirumala is regarded as Adivaraha Kshetra. After killing Hiranyaksha, Adivaraha resided on this hill. Sri Venkatachala Mahatmyam is the widely accepted legend over Tirumala Temple.

During Kali Yuga, Narada advised Rishis who were performing Yajna to decide who could be given the fruits of yajna among Trimurtis. Bhrigu was sent to test Trimurtis. The sage who had an extra eye in the sole of his foot visited Lord Brahma and Lord Shiva and went unnoticed in both these locations. At last he visited Vishnu and the lord acts as if he had not noticed Bhrigu. Getting angered by this act, sage Bhrigu kicked Lord Vishnu in the chest, to which Vishnu did not react and instead apologised to the Sage by massaging his feet. During this act, he squashed the extra eye that was present in the sole of Bhrigu's foot. However Lakshmi finds it as an insult and had left Vaikuntam onto Earth to Kolhapur and started meditating.

Lord Vishnu bore human form as Srinivasa, left Vaikuntam, in search of Lakshmi, reached Tirumala Hills and started meditating. Lakshmi came to know about the condition





of Srinivasa and prayed to Siva and Brahma. Siva and Brahma then converted themselves into Cow and Calf and Goddess Lakshmi had handed over the cow and calf to Chola king ruling over Tirumala Hills at that time. The Cow would provide milk to Srinivasa daily while it was taken for grazing. One day Cowherd saw this and tried to beat the Cow with staff but Lord Srinivasa had borne the injury. Getting angered by this Srinivasa had cursed the Chola king to become a Demon as dharma says Servants sin should be borne by Kings. The king prayed for mercy after which Srinivasa said to him, that the King should take next birth as Akasaraaja and should perform marriage of his daughter Padmavati with Srinivasa.

Lord Srinivasa went to his mother Vakula Devi on Tirumala hills and stayed there for a while. After curse Chola king took rebirth as Akasaraaja and he had a daughter

named Padmavati who was born in the Padmapushkarini situated at present day Tiruchanur in Andhra Pradesh. Lord Srinivasa married Padmavati at present day Narayanavanam in Andhra Pradesh and will return to Tirumala Hills. After few months Goddess Lakshmi had come to know about the marriage of Srinivasa with Padmavati and went to Tirumala hills to question Srinivasa. It is said that the Lord srinivasa turns into Stone right when he was encountered by Lakshmi and Padmavathi. Lord Brahma and Shiva appear before the confused queens and explain the main purpose behind all this - The Lord's desire to be on the 7 hills for the emancipation of mankind from the perpetual troubles of Kali Yuga. Goddesses Lakshmi and Padmavathi also turn into stone deities expressing their wish to be with their Lord always. Lakshmi stays with Him on His Chest on the

left side while Padmavathi rests on His Chest's right side.

The first recorded endowment was made by Pallava queen Samavai in the year 966 CE. She donated many jewels and two parcels of land (one 10 acres and other 13 acres) and ordered to use the revenues generated from that land to be used for the celebration of major festivals in the temple. The Pallava dynasty (9th century), the Chola dynasty (10th century), and Vijayanagara pradhans (14th and 15th centuries) were committed devotees of Lord Venkateswara. The temple gained most of its current wealth and size under the Vijayanagara Empire, with the donation of diamonds and gold. In 1517, Vijayanagara Emperor Krishnadevaraya, on one of his many visits to the temple, donated gold and jewels, enabling the Ananda Nilayam (inner shrine) roofing to be gilded. After the decline of Vijayanagara Empire, leaders from







states such as the Kingdom of Mysore and the Gadwal Samasthanam worshiped as pilgrims and gave ornaments and valuables to the temple. Maratha general Raghoji I Bhonsle visited the temple and set up a permanent administration for the conduct of worship in the temple.

After the dusk of Vijayanagara Empire, the temple went into the hands of Golconda in July 1656 and then it was under the French for a short period of time and under Nawab of Carnatic till 1801 CE. With the advent of British during the early 19th century, the management of the temple passed to hands of East India Company, who accorded special status to temple and avoided interference in temple activities. Madras government passed Regulation seven of 1817, which passed the temple to Board of Revenue through collector of North Arcot District. In 1821, Bruce of England had drawn rules for the management of Temple which is referred to as Bruce's Code.

In 1843 the East India Company transferred the Administration of Temple along with other Temples in Tirupati to Mahants of Hathiramaji Muth, who acted as Vicaranakartas. It was under the rule of Mahants for six generations until 1933 when Tirumala Tirupati Devasthanams was formed as a result of the TTD Act in 1933. The Act of 1933 was superseded by Madras Hindu Religious and Charitable Endowment Act of 1951. Again in 1966, the temple was placed under direct control of Andhra Pradesh State Endowments Department, with Andhra Pradesh Charitable and Hindu Religious Institutions and Endowments Act. In 1979, Act of 1966 was rolled back with new Tirumala Tirupati Devasthanams Act, where temple administration was vested to a committee consisting of Executive officer, Chairman and two other members nominated by Government of Andhra Pradesh.

The temple bears as many as 640 inscriptions in Kannada, Sanskrit, Tamil, Telugu languages. There is a unique collection of about

3000 copper plates on which the Telugu Sankirtanas of Tallapaka Annamacharya and his descendants are inscribed. This collection forms a valuable source of material for a historical linguist in Telugu apart from its importance to musicologists.

Tirumala Tirupati Devasthanams (TTD) is the trust board which oversees and manages the operations of Tirumala Venkateswara Temple. It is operated by a Board of Trustees. The daily operation and management of TTD is the responsibility of an executive officer who is appointed by the Government of Andhra Pradesh.

The temple attracts approximately 35 million pilgrims annually. Most of its income is derived from the donations in Sri Vari Hundi. Devotees donate to the TTD, which runs into millions of rupees. TTD, the organisation running the welfare of the temple, runs various charitable trusts, whose funds are derived from the budget and donations from the devotees.



## COMPASSION KNOWS NO BOUNDS- 'NO FOOD WASTE' ORGANISATION



Compassion knows no bounds. It does not have any dimensions, colour, politics. An understanding of the sufferings of fellowmen prompts genuinely humane people to come forward and wipe off their tears, mitigate their woes and pains. Such acts are the only rays of hope in a world where barbaric atrocities committed by man on man are on the increase and selfishness is becoming the mantle of mankind.

This is what 'No Food Waste' initiative does. It does much more than that. Born and headquartered at Coimbatore, 'No Food Waste' founded by Sri.A.G.Padmanabhan is a food recovery and food waste management network that helps connect the individuals and businesses with excess food from weddings, parties and other events to the hungry and the deprived. They approach the issue of hunger with a sharing-economy model: the donation of excess food enables a vital, yet often wasted, resource to be used to its full capacity. This is achieved through a Hot- line number and dedicated collection Mini Vans.

No Food Waste organisation started at Coimbatore with just 2 Shopper Bags and a volunteer to collect the surplus food and deliver it to the homeless through Public Transportation System from October 16th, 2014. Today, No Food Waste

matches the individuals and users who have surplus food with nearby shelters, organizations, and low income communities in real time. They have a dedicated Call Center, Collection Vehicle, Feeding Points and a sustainable process in Place. Today No Food Waste Project Feeds an average of 900 people per day. The number of people fed has crossed 9,75,000. Revenue saved by them is around Rs.5 crores. The quantity of food saved through the mission is over 320 tonnes. They serve in centres in the States of Tamil Nadu, Kerala, Andhra, Telengana and in north indian centres Delhi, Noida. No Food Waste organisation distributes only good quality untouched excess foods recovered from different functions.

The mission has also reached out to more than 50,000 students teaching them auditing food waste and managing food waste in their campuses. Awareness sessions on the impact of food waste is conducted in corporates, organisations, institutions and public places.

The organisation does not charge the users of the system as their motto is to reach the excess surplus foods to the needy, however users can support for the Food Recovery Kilometers (KMS) which is around Rs 10/KM. They also raise donations

from philanthropists and like minded individuals to run the system day to day. The major expenses involved in are for transportation and communication.

The noble mission serves the needy people in Government hospitals, economically backward slums, needy orphanages and old age homes, homeless people, shelter Homes, rural communities etc. Call centre team receives the food calls at the helpline number collecting the details of donors, food menu, food quantity and time the food was cooked. Field Team in the Office & Storage Unit receives details from the Call Centre team and follows the donor mentioning the pick-up time and also marks near hunger spot. The field team collects excess food from the Supply Spot in our dedicated vehicle and vessels. The collected food is then distributed in the nearby Hunger Spot to ensure immediate transfer of foods to needy to avoid it getting spoiled with the help of hunger spot volunteers. They ensure the quality of the food during collection and distribution to the needy and avoid collecting certain menus such as coconut added items, curd/butter items since they spoil at a faster rate. Also, they use an optimum cost effective technology solution for testing the food.

The organisation has also installed "Food and Beverage ATMs" near restaurants in a few centres. People can donate food there and the poor and needy can come and get food from these ATMs. It can serve 30 people a day.

No Food Waste mission has received several awards, accolades and recognitions including Swachh Bharat Award 2017 for "Best Innovative Practices", Award for the "Best Innovative Practices" for the end-to-end cycle to manage and reduce food waste under the Swachh Bharat Mission by Ministry of Housing and Urban Administration, Govt. of India in 2017, to name a few.

# TAMIL NADU TRAVEL MART-2019 CONCLUDED

**S**econd edition of Tamil Nadu Travel Mart, TTM 2019 which was held in Chennai was a huge success. The event had more than 300 sellers and many international and domestic buyers attended the event. The four day event highlighted the culture and heritage of Tamil Nadu and the four kingdoms of the Pallavas, Pandyas, Cheras and Cholas. Familiarisation tours were organized for the participants to enable

them to post their feedback on the event for helping the visitors experience Tamil culture and visit heritage sites. Programmes like business to business meetings, cultural programs showcasing the state's rich traditional folk dance and music, martial arts, religious activities like Homam, Yagam added to the splendour of the event.

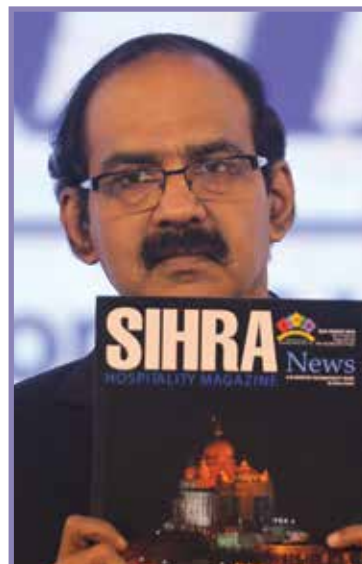
The event was organised jointly by

the Confederation of Indian Industry (CII) and Tamil Nadu Travel Mart Society. It was supported by the Ministry of Tourism, Government of India and Department of Tourism, Government of Tamil Nadu.

TTM 2019 succeeded in its avowed mission of showcasing the cultural heritage of Tamil Nadu to the world and thereby giving a significant boost to India's tourism sector.









## SITE 2020: BID TO BOOST SOUTH INDIA TOURISM



**A**nanthapuri, the royal abode of Sree Padmanabha is gearing up to host the biggest hospitality tourism expo in South India. South India Travel Expo 2020 (SITE), South India's prestigious Travel Expo will be held in the month of May from 7th to 10th in Trivandrum. SITE is conceived as an annual B2B travel and trade exhibition that will bring together key hospitality and travel industry leaders from South India. The event brings together top exhibitors, buyers and trade visitors from different segments of the industry and opens up a venue to develop new business partnerships. The first edition of the SITE will be held at Uday Palace Convention Centre in Trivandrum.

SITE 2020 is the ultimate opportunity to connect and interact with

key players in the travel and tourism industry in the southern region of the country. SITE is one of a kind hospitality and tourism expo with key players of the hospitality industry in South India taking part. The first travel and trade expo in South India in such grandeur, SITE is the best venue that opens up new vistas of opportunities to avail the best of the travel and tourism industry. +1000 qualified industry buyers, both domestic and abroad, and +3000 trade visitors will add to the majesty of the event.

SITE 2020 is organized by SIHRA in association with South Kerala Hoteliers Forum (SKHF), a 27-year-old forum representing all major hotels and resorts in the southern districts of Kerala. Established in 1951, South India Hotels and Restaurants Associ-

ation (SIHRA) constitutes the Southern Region of Federation of Hotel and Restaurant Associations of India (FHRAI), the Apex Trade Association for the Hospitality industry in India and marks its presence across travel and hospitality business across India. The event is supported by Indian Tourism, Kerala Tourism Department, Kerala Tourism Development Corporation, State tourism departments of other southern states, top trade and regional tourism organizations and forums. SITE 2020 will bring in top exhibitors (trade and corporate) from South India.

SITE 2020 will deliver immense networking prospects for the businesses where buyers can avail possibilities of face-to-face interactions with top sellers of products and services across different segments of the hos-



**Chandrasenan Nair**  
Chairman, SITE

“SITE 2020 will help boost the hospitality and travel trade prospects in South India and elevate South India as key tourism destination on the tourism map of India. The event holds vast opportunities for the trade. SITE 2020 will bring key players from the industry and help boost the business prospects. The event will mark Kerala on the tourism roadmap as the prospective destination for industry growth. The event will have 3000+ buyers, sellers and trade visitors making it the biggest travel expo in South India.”





“ SITE 2020 is envisioned as the biggest travel and hospitality expo in South India. The venue will offer immense potential for networking within the industry. It is the first of its grandeur event in South India to have top buyers, exhibitors and trade visitors. Be part of the event and explore the vast opportunities to get your business to the next level. SIHRA is honoured to be part of this grand event that is sure to boost the tourism prospects of South India.



**Suresh M Pillai**  
Vice President, SIHRA

pitality industry. The expo will have top visitors from the travel-trade industry, hotels, restaurants, travel consultants and tour operators, key decision-makers of the travel industry and potential investors from the field of hospitality, leisure and travel industry. Addressing key decision-makers of the industry, finding innovative products & solutions from the top players to start-ups and develop new & existing business relations will be possible at SITE 2020.

SITE 2020 primarily focuses on promoting South India as the key travel and tourism destination and will have key industry leaders from South India for serious deliberation on the same. The event brings together exhibitors from all over South India (Kerala, Tamil Nadu, Karnataka, Puducherry, Andhra Pradesh & Telangana).

SITE 2020 will be the ultimate opportunity that explores new insights into the travel and hospitality industry,

avail vast networking opportunities and connects the right collaborators for the trade. It puts forth up a unique opportunity in the state capital for the travel trade to meet, network, negotiate and conduct business like never before. SITE strives to deliver a vibrant environment for business –to – business and business – to – client organizations across South India. Come and be part of this grand fiesta of travel and hospitality. for registration : [www.skhfsite.com](http://www.skhfsite.com)

## METRO FOOD AWARDS 2020 LOGO UNVEILED AND NOMINATIONS INVITED



The prestigious Metro Food Awards conducted annually to recognise the best in the food business has launched the official logo for Metro Food Awards 2020 at Taj Green Cove Resort & Spa, Kovalam. The logo was jointly unveiled by Chacko Paul, President of South Kerala Hoteliers' Forum (SKHF) and Baby

Mathew Somatheeram, President, Kerala Travel Mart. G. Sudhiesh Kumar, Patron, Kerala Hotel and Restaurant Association, Pankaj Senan, Convenor, SKHF, Manoj Babu, Secretary General, SKHF, Siji Nair, Managing Director, Metro Mart were among the other dignitaries who attended the event.

Metro Food Awards has become a key contributor in identifying and providing recognition to the best restaurants and hotels in the state. The awards has become a norm of reputation for the top players in the business.

The nominations for the 7th edition of Metro Food Awards has been called for. This year, metro food awards has added a new segment for recognising the best food brands as well. Nominations are expected from food brands, entrepreneurs, startups, hotels and restaurants. The last date for submission of nominations is slated to December 20, 2019.

Registration can be done online through [www.themetroawards.com](http://www.themetroawards.com) or contact 9947733339.

e-mail: [metromart.tv@gmail.com](mailto:metromart.tv@gmail.com)



# APPOINTMENTS


**Aditya George**

Food & Beverage Manager  
Double Tree Suites by Hilton  
Bangalore

Aditya is a discerning professional with over 11 years of rich experience in the industry. Aditya holds an Honours degree in Hospitality Management from

IHM, Aurangabad, Maharashtra. Having started his career with Hyderabad Marriott Hotel & Convention Centre, he has worked with Marriott Hotels India for more than 10 years. His last assignment as Director of Restaurants was with Sheraton Grand Whitefield Hotel & Convention Centre, Bengaluru.


**Asmita Deshpande**

Learning Manager  
Park Hyatt  
Hyderabad

With over 10 years of diverse experience in the luxury hospitality segment, Deshpande has worked with the industry brand leaders such as Oberoi, Marriott, Star-

wood (pre-acquisition) and Hilton. Her contemporary approach towards learning, combined with her ability to build strong interpersonal relationships bagged her the Best Training Manager - 2016 award for Marriott Hotels both in the South Asia region and as well as APAC.


**Anitha Simon**

Director of Human Resources  
Sheraton Grand Chennai Resort & Spa

Anitha has completed her Master of Business Administration in Human Resources and Finance and Bachelor of Nutrition, Food Service Management & Dietetics,

from Ethiraj College for Women, Chennai. Her professional journey began as an HR Executive at Avatar International Chennai, and she worked her way across various international hospitality brands such as Traders Hotel, Chennai by Shangri-La, Courtyard by Marriott, Chennai, ITC Hotels Limited – Sheraton Park Hotel & Tower, Hilton Chennai, before taking on her new role at Sheraton Grand Chennai Resort & Spa.


**Sudip Sinha**

Food & Beverage Manager  
Marriott Hotel Whitefield  
Bengaluru

With an experience of over 15 years, Sinha has gained extensive knowledge during his stint with the most prominent hotels in India. He commenced

his professional journey in 2004 as an Associate and Supervisor at Habitat World New Delhi. Making his way up the ranks as Manager, Banquets at the Hyderabad International Convention Centre & Novotel Hyderabad Convention Centre. In his new role, Sinha will be responsible for managing the overall operations of the food and beverage department.


**Adnaan Shaikh**

Pastry Chef  
The Westin Hyderabad Mindspace

Bringing with him an experience of over 11 years of proficiency in the areas of bakery, pastry and confectionery, he possesses an array of skills, knowledge, and

expertise par excellence. He performs with the vision to innovate and excel. Using his progressive experience in the industry, Adnaan has enriched his career and honed his knack for curating quality and flavorful confections in creative and appealing presentations. Prior to his appointment as Pastry Chef at The Westin Mindspace, Adnaan worked with TGB Baker and Confectionery, Ahmedabad and with St. Regis Hotel, Mumbai as a Sous Chef in Bakery and Pastry. With a bachelor's degree in Hospitality Management from the University of Mumbai, he started out his career as a Commi and quickly moved up the ranks to Chef de Partie and a part of the pre-opening team at Park Hyatt, Jeddah.


**Mr. Amit Bhatia**

Director of Food & Beverage  
JW Marriott Jaipur Resort & Spa

As Director of Food & Beverage at JW Marriott Jaipur, Resort & Spa, Amit Bhatia is responsible for managing the overall operations of the food and

beverage department and delivering excellent guest experiences. He spearheads the property's culinary team and systematically reviews and introduces new menu options, upholds menu standards, ensures high quality service, increases food & beverage profitability, whilst keeping an eye on labor and food costs. With over 11 years of experience across a spectrum of luxury, convention & resort portfolios, Amit has demonstrated several skills including the creation & execution of Food and Beverage strategies, deployment of profitable business and troubleshooting operations. He is in charge of setting up the beverage portfolio of the hotel as well as training the bartenders.



## An Institute Committed to QUALITY Hospitality Education : IHMCT

The Institute of Hotel Management & Catering Technology The Institute of Hotel Management & Catering Technology (IHMCT), Kovalam, Thiruvananthapuram, run under the aegis of the Ministry of Tourism, Government of India is a centre of excellence committed to the pursuit of quality in Hospitality Education. Located at Kovalam, the Queen of beach resorts, the Institute is in proximity to many a resort hotels. IHMCT is engaged in developing human resource professionals for the Hotel and Catering Industry and in overseeing hotel and catering education and training in the country at the national level. Training programmes are structured in such a manner and style as to make them highly employment oriented. IHMCT has been imparting knowledge, developing skills and enhancing attitudes to meet the evolving challenges of the hospitality industry by continually improving the effectiveness of our quality management system.

The institute's activities complement the government's efforts in the promotion of tourism by providing

professionals to the industry. They have a well amalgamated mix of theory, practicals and live hands-on experience. In addition to imparting knowledge, the programmes are designed aiming at developing positive attitudes, personality and communication skills of the students. The courses offered by the Institute are of international standards which have been recognized by the hospitality industry. With the coveted ISO certification, having stimulating and exciting learning environment, with a clean and zero waste campus, the institute strives to produce highly qualified hospitality professionals who can contribute to the growth of the society.

The Institute has a team of dedicated faculty training the budding professionals, under the leadership of Sri.K.Rajasekhar, Principal. Sri.K.Rajasekhar is a post graduate in management science and a hotel management and catering technology professional. His career spans over a period of three decades. He has attended several advanced training programmes. Sri.Rajasekhar had



K.Rajasekhar,



L.V.Kumar

taken over reins from his predecessor Mr. L.V. Kumar in July 2019 on the latter attaining superannuation after four decades of glorious career.

## KERALA GOVT RELEASES TOURISM STATISTICS OF 2018



Kerala Government has released the complete statistics of tourism activities in the state during 2018, including the total number of foreign and domestic visitors and foreign exchange yielded by the sector.

The compendium, Kerala Tourism Statistics 2018, was released at a function here by Hon'ble Minister for Co-operation, Tourism and Devaswom, Shri Kadakampally Surendran.

"This detailed compilation of the entire statistics of the calendar year 2018 will serve as

a basic document to evaluate the present scenario and chalk out future activities in tourism sector. This will be guide for the administrators, stake-holders in the industry and researchers", Shri Surendran said.

The statistics carried by the document include data on total footfall of tourists to the state, district-wise break-up and figures pertaining to foreign and domestic visitors to various destinations. Also, it contains full details regarding the foreign exchange earned through tourism during the year and its district-wise figures.

Tourism Secretary Smt Rani George IAS, Tourism Director Shri P. Bala Kiran IAS, Additional Director Shri Krishna Teja IAS, Additional Secretary BS Prakash and Research Officer Shri C. G. Rajesh attended the function.



## INDIA CAN BECOME A MAJOR TOURISM DESTINATION BY 2022: PRIME MINISTER

Prime Minister Narendra Modi said that India's rank on the Travel and Tourism Competitive Index has jumped to 34 from 65, adding that it could become one of the major tourist destinations by 2022 with the countrymen's support.

"September 27 was celebrated as #WorldTourismDay and you will be happy to know that certain reputed tourism agencies of the world, which rank standards of travel and tourism, have shown that India has displayed a lot of improvement in the Travel and Tourism Competitive Index," Modi said in his 57th episode of monthly radio address 'Mann ki Baat'.

"Our rank is 34 on this index, whereas, five years ago we were ranked 65th, which in a way is a big jump. If we tried all that harder, then by the 75th year of our independence (2022), we would have carved a place for



ourselves amidst the major tourist destinations of the world," he continued.

The Prime Minister also reiterated his appeal to the people to travel at least 15 destinations within the country and if possible, make a programme to stay over there for



an overnight, two-night stay by 2022. He added that this exercise will help people in understanding and getting a grip on the diversity in the country.

In August, Modi had made this appeal from the ramparts of Red Fort on Independence Day.

## ITC HOTELS GO SINGLE-USE PLASTIC FREE



Prominent hospitality chain in India, ITC Hotels takes up the pro-environment initiative. The key hospitality chain, in a new attempt to embrace sustainable hospitality is planning to ban single-use plastic in their operations. The

hospitality brand plans to complete this no-plastic mission by December, this year. The company will become the first hotel chain to make such a distinction.

Before implementation, the

company performed a detailed assessment to identify usage of single-use plastic, come up with possible alternatives and a plastic-free road map for the coming years. Some of the items like water bottles, straw, stirrer, toothbrush, shoeshine, razor, comb, sewing kit, coffee mug/glass lid, garbage liner/bag and gift wrapping paper from everyday operations have been replaced with eco-friendly alternatives. ITC Hotels has also installed purification systems for quality drinking water across its hotels. The Zero Mile Water or SûnyaAqua is aimed at reducing the usage of plastic water bottles in guestrooms and restaurants. Currently, ITC Hotels is offering SûnyaAqua bottles in restaurants and meeting rooms, and plans to soon extend it to the rooms and banquets as well.



## INDIA TO ADD 100 MORE AIRPORTS IN NEXT 5 YEARS



With an aim to boost the economy, the government of India is prepping up to add another 100 airports by the year 2024. New proposal has been drawn that includes initiating 1,000 new routes connecting smaller towns and villages in the country. Steps to start a plane-lease financing business was also

said to be taken up at the recent discussions. Plans are said to be underway in increasing efforts to boost the number of locally trained pilots and the domestic aircraft fleet in the country. Around 1 trillion rupees has been reported to be set aside to expedite the progress in the air travel industry.

## AP PLANS HOTELS IN 15 TOURIST CENTRES



The Andhra Pradesh government is taking steps to establish world class hotels in 15 tourist centres as an initiative to promote tourism, according to M Srinivasa Rao, State Tourism and Youth Services Minister. Plans are on to set up an archaeology corporation and to repair Silparamams. A sports complex will be set up in every district and incentives given to sportspersons. Stadiums will come up at Vijayawada, Visakhapatnam and Tirupati. In the context of the boat capsizing accident that happened recently at Devipatnam in East Godavari, a command and control centre is planned to be set up to monitor movement of tourist boats on the Godavari, the Krishna and other rivers.

## INDIAN PAVILIONS AT WTM 2019



The prestigious travel and tourism expo WTM being held in London witnessed the addition of Indian pavilions. The Indian exhibitors focus to portray the Indian heritage and showcase the potential it holds to improve the travel and tourism scenario in the country. The Indian pavilion will target more on showcasing the internal experiences of travellers and exhibit niche tourism

products such as Indian cuisine, wellness, yoga, wildlife and luxury. Over 30 co-exhibitors/partners including state governments, tour operators, hoteliers, wellness centres and other stakeholders will be present at the India pavilion. This is a great opportunity to project India as the best travel destination in the prestigious arena of World Travel Mart.



*Editor's Note: In SIHRA News July-August 2019 edition, a write-up collected from Mr. Subhabrata Roy, General Manager at DoubleTree Suites by Hilton Bangalore on the current issues in the Hospitality Industry was inadvertently included in the regular feature 'The Last Leaf' due to a last minute mix up of contents on the editorial desk. The error is deeply regretted.*



## HOTEL LEELA VENTURE LIMITED COMPLETES ITS SALE TRANSACTION WITH BROOKFIELD



HOTEL LEELA VENTURE Limited (HLVL) has completed the transaction with BSREP III India Ballet Pte. Ltd. / its affiliates ("Brookfield") for sale of the Company's hotel undertakings in Delhi, Bengaluru, Chennai and Udaipur, hotel operations business, and 100% shareholding in Leela Palaces and Resorts Limited (its wholly-owned subsidiary) which owns property and holds licenses for the development of a hotel in Agra (collectively "Undertakings"). A few procedural formalities pending are being completed. The total consideration was received from Brookfield and the entire consideration, net of transaction-related costs was used to repay the banks and financial institutions who were lenders to the Company, in full and final settlement, as One-time settlement. The lenders have

issued release letters to the Company whereby they have confirmed that there are no further dues payable by the Company and have thereby released all the security interest created in that regard including security on assets which are not part of the sale of Undertakings to Brookfield.

The Promoters/Promoter Group Companies have also completed the transfer of the Leela brand and trademarks in the hotels and hospitality space to Brookfield and have received the consideration. The Personal Guarantees and Corporate Guarantees issued by them for HLVL's debt in favour of HLVL's lenders have also been released by the lenders. The Company has transferred all the employees of the Hotel Undertakings in Delhi, Bengaluru, Chennai and Udaipur, and the identified employees in the Corporate

Office, to Brookfield. The Company will continue to own and operate the hotel in Mumbai, under the Leela Brand licensed to it by Brookfield. The Company also continues to own the land in Hyderabad and its share of apartments under the joint development project of residential apartments with Prestige Developers in Bangalore, adjoining The Leela Palace Hotel.

The Securities Appellate Tribunal (SAT) had passed an order on 26th September 2019 dismissing ITC's appeal against the order of SEBI. ITC Limited has filed a Statutory Appeal before the Supreme Court against the order of SAT, but the same has not come up for hearing. ITC's petition before the NCLT under Section 241 of the Companies Act (Act) is pending before the NCLT for their judgment on the Waiver Application filed by ITC for waiver of the requirement to hold not less than one-tenth of the issued share capital of the Company as required under Section 244 of the Act. As Brookfield has now acquired the Undertakings in accordance with the Orders of SEBI and SAT, HLVL hopes that ITC Limited, who are a minority shareholder and a competitor stops further litigation.

## SIHRA DONATED RS 5 LAKHS TO THE CHIEF MINISTER'S RELIEF FUND, KERALA.



SIHRA donated Rs 5 lakhs to the Chief Minister's Relief Fund, Kerala. The cheque was handed over to the Chief Minister, Hon'ble Shri Pinarayi Vijayan by a delegation led by Mr.Suresh Pillai (Vice President- SIHRA), Mr.Jose Pradeep ( EC Member- SIHRA) and Mr.Manoj Babu ( Secretary- SKHF)



## ANNUAL GENERAL MEETING OF SIHRA



### THE 68TH AGM OF THE SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION (SIHRA) WAS HELD ON 21ST SEPTEMBER 2019 AT FEATHERS HOTEL IN CHENNAI

The 68th Annual General Meeting of South India Hotels and Restaurants Association (SIHRA) was held on 21st September 2019 at Feathers Hotel, Chennai. On the occasion, the committee members for the new tenure were voted in. K.Syama Raju, T.Natarajan and D. Srinivasan retained the positions of President,



Hony Secretary and Hon. Treasurer of SIHRA, respectively. Mr.K.Murali Rao was re-elected Vice President for Tamil Nadu and Puducherry, Suresh M. Pillai for Kerala while K.Nagaraju retained vice-president position for Karnataka and M.Balakrishna Reddy for Andhra Pradesh and Telangana.



## UDAY SAMUDRA WINS BIG AT HAUTE GRANDEUR GLOBAL AWARDS



Uday Samudra Leisure Beach Hotel & Spa, Kovalam, the luxury beach hotel won the prestigious Excellence Award in 4 different categories. They were acknowledged as the Best Beach Hotel in India, Best Coastal Hotel in India, Best Conference Venue Hotel in India and the

Best Destination Wedding Hotel in India. The awards were presented by the Haute Grandeur Global Awards 2019. The Award was received by the CMD Rajashekharan Nair, Managing Director, Radha Nair at the prestigious ceremony held at Malaysia recently.

## EXCLUSIVE “KARNATAKA TOURISM ROADSHOW” HELD IN VADODARA



Aiming to boost the influx of tourists from Gujarat, the Karnataka Department of Tourism organized a roadshow on 13th November 2019 at Tropicana, Vivanta, Vadodara. The event was conducted to promote tourist places, hotels, resorts, homestays and service providers from Karnataka. The roadshow saw over 20 travel agents from Karnataka and over 100 discerning trade partners from Vadodara participating with enthusiasm to showcase tourism potential of Karnataka. The event turned out to be one of the most vibrant editions. Karnataka Tourism department focuses to promote the state as a leisure, MICE and wedding destination in the Indian market. The roadshow had B2B interactions and presentations that showcased the destination and opened up new avenues of travel trade for the travel and trade agents. The roadshow brought together natural beauty, adventure, pilgrimage, cultural heritage, and many more that Karnataka tourism promises to the Gujarat market.

## ISLANDS WILL BE DEVELOPED TO BOOST TOURISM IN A & N AND LAKSHADWEEP: AMITABH KANT

In an attempt to revive the tourism capacity of the Lakshadweep and the Andaman and Nicobar Islands, plans to develop islands are being devised. Four islands will be developed in Andaman & Nicobar (A&N), while five will be developed in Lakshadweep, said Amitabh Kant, CEO, Niti Aayog, at the pre-application conference for Eco-Tourism Resorts for Andaman & Nicobar Islands.

The plan comes as a strategy to develop the islands as high-value tourist destinations. The islands hold vast potential which is still



unexplored for its tourism business capacity. “The islands will be built around the carrying capacity of the island after detailed analysis.” Chetan B Sanghi, Chief Secretary, A&N Islands said. The plan also opens up new employment opportunities as well.

## KAMALA VARADHANA RAO APPOINTED C&MD AT ITDC



G Kamala Vardhana Rao, IAS of Kerala cadre has been appointed as the Chairman and Managing Director (C&MD) of India Tourism Development

Corporation (ITDC). Before taking incharge at ITDC, he served as the Principal Secretary to Government of Kerala. He also held the position as the Secretary of Kerala Tourism from 2014-15. Over a career of three decades, Rao has served multiple positions varying from the Chairman of Indian Tobacco Board, Director of Fisheries Department, Director, Department of Tourism & Culture, Government of Andhra Pradesh, Managing Director of SC /ST Corporation in Andhra Pradesh, to the Revenue Secretary of Kerala and even the District Collector of Kollam district in Kerala.

## MOT TO HOST INCREDIBLE INDIA ROADSHOWS IN SINGAPORE

The Ministry of Tourism (MOT) is gearing up to organise Incredible India roadshows in the cities of Singapore, Kuala Lumpur and Bangkok in December 2019. In an official



statement, the roadshow in Singapore was informed to take place on December 9, while the event will be organised on December 10 and 12 in Kuala Lumpur and Bangkok respectively. The event aims to showcase India as a preferred destination for tourists and boost the travel and tourism prospects of the country.



## MURAJAPAM AND LAKSHADEEPAM AT SRI PADMANABHA SWAMY TEMPLE

56-day Murajapam at Sri Padmanabha Swamy Temple, Thiruvananthapuram commenced on November 21, 2019 and would culminate with the Lakshadeepam on January 15, 2020, the day of Makara Sankranthi. The rituals and grand celebration have their roots in the magnificent history of Travancore.

The Sree Padmanabha Swamy Temple has been reverberating with the recitation of veda manthraa since November 21st as part of the Murajapam held every six years. The temple will shine at the Lakshadeepa Prabha marking the culmination of the 56 days long Murajapam. Lakshadeepam is a major unique festival celebrated at Sree Padmanabhaswamy Temple. The entire temple is adorned with lamps.

On the day of Makarasankranthi, January 15, 2020, Lakshadeepam will be organised in all its splendour and grandeur. Lakshadeepam is a festival of 100,000 oil lamps. The Murajapam is the ritual chanting of the mantras of the four Vedas by Vedic scholars



hailing from various corners of the country in eight muras or rounds, each of which is of seven-day duration. This festival is celebrated once in six years. The Lakshadeepam Vilambara Vilakku was installed at the eastern gate of the temple ahead of the Murajapam Lakshadeepam festival on November 19th. Moolam Tirunal Ramavarma of the royal family of erstwhile Travancore lighted

the lamp. The Murajapam combined with Lakshadeepam traces its origin to a date more than 250 years ago. The ceremonies that began during the reign of Maharaja Anizham Thirunal Marthanda Varma are now being performed with minor changes.

The Sree Padmanabha Swamy Temple shot into prominence for its treasures when it was declared by the Book of Guinness Records as the richest Hindu temple in the world, following the opening of the hidden vaults of the temple on June 27, 2011, after an order of the Supreme Court of India. Of the six vaults numbered as A to F, the B Vault has not been ordered to be opened by the Hon'ble Supreme Court. The valuables in the form of ornaments and artifacts in gold and precious stones have since been inventoried and kept under safe custody and special security. The Supreme Court has not ordered to evaluate the valuables. However, based on unofficial sources the Guinness Book of records has named the Temple as the world's Richest Hindu Temple.

## TAAI GETS A NEW TEAM OF NATIONAL OFFICE BEARERS

Travel Agents Association of India (TAAI) got a new team of national office bearers for the term 2019-2020. Jyoti Mayal, former Hon. Secretary General, has been appointed as the new President. Jay Bhatia (Tulsidas Khimji Holidays) has been appointed as Vice President (unopposed), Bettaiah Lokesh (Triway Travels) has been appointed as Hon. Secretary General and Shreeram Patel (Unicorn Travels) has been elected as Hon. Treasurer.

On her appointment, incoming President, TAAI said that her most important agenda is that TAAI should have a very strong say with the government and with the airlines. She underlined the need for "a unified procedure

set by the government as to how we should operate as an industry."

The Travel Agents Association of India (TAAI) is an organization formed to regulate the travel industry in India along organized lines and in accordance with sound business principles. The primary purpose behind the setting up of TAAI is to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the travelling public from exploitation by unscrupulous and unreliable operators.



Mrs. Jyoti Mayal,  
President



Mr. Jay Bhatia  
Vice President



Mr. Bettaiah Lokesh  
Secretary General



Mr. Shreeram Patel  
Treasurer



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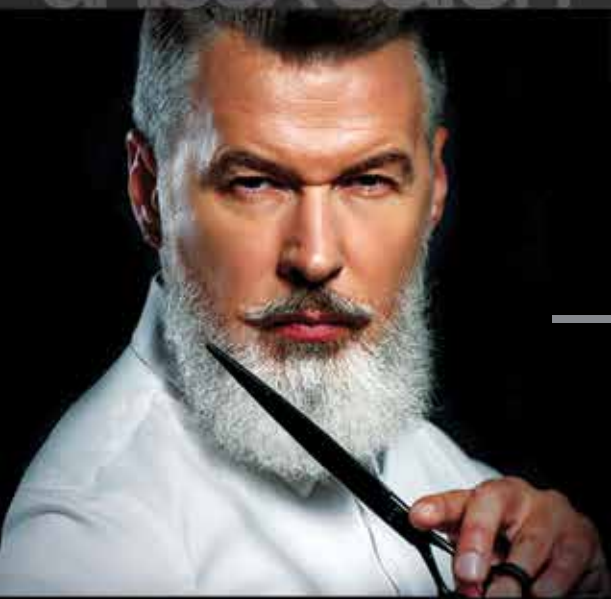
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