

# SIHRA

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## News

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By DDP Publications

## Temple tourism raking in numbers



## KARNATAKA unveils new Tourism Policy



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Dear Esteemed Members,

Since the beginning of the new year, SIHRA has been actively engaging in various initiatives aimed at benefiting our members and strengthening the hospitality sector in South India.

As the President of Karnataka Tourism Society (KTS), I had the privilege of coordinating with tourism stakeholders and the Government of Karnataka to successfully conduct the Karnataka International Travel Expo 2025 (KITE). We conducted roadshows at various locations, including Kochi, and organised a grand curtain-raiser event in Bengaluru. The Karnataka Government played a crucial role in ensuring KITE's success. We extend our sincere gratitude to the State Tourism Minister, Chairman of KSTDC, Secretary of Tourism, Director of Tourism and all the officials for their unwavering support. We also express our heartfelt appreciation to the Hon'ble Chief Minister and Deputy Chief Minister for their active participation in the event. SIHRA, as the hospitality partner, had a dedicated stall at the Expo, fostering meaningful interactions with officials and members.

During KITE, the Chief Minister of Karnataka announced the Karnataka Tourism Policy for the period 2024–2029. This policy introduces significant benefits, including financial assistance for tourism projects, investment opportunities, an investor support mechanism, industry status for tourism, capital investment subsidies, and additional incentives for special categories. This progressive policy will undoubtedly boost the hospitality and tourism sectors.

SIHRA has been actively advocating for industry-related concerns across various states. Our EC members have made several representations to the Chief Minister of Andhra Pradesh, urging the government to grant industry status to the hospitality sector and reduce liquor license fees for hotels. The Andhra Pradesh Government is positively considering these requests, and we are optimistic about a favourable outcome that will enhance hospitality revenues in the state.

On matters concerning GST, SIHRA EC Members have engaged with multiple state ministers, seeking their support in addressing key issues faced by the hospitality sector. These concerns have been escalated for discussion in the upcoming GST Council meeting and we remain committed to ensuring a fair and supportive taxation framework for our industry.

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“Our EC members have made several representations to the Chief Minister of Andhra Pradesh, urging the government to grant industry status.”

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In a significant event, SIHRA had the privilege of hosting the first FHRAI Executive Committee (EC) meeting of 2025 at Radisson GRT Temple Bay Mamallapuram. This gathering provided a valuable platform for FHRAI EC Members to interact with local hoteliers and discuss pressing industry matters.

Additionally, our commitment to skill development continues to yield positive results. The SIHRA Skill Development Program in Tamil Nadu successfully completed its fourth batch and we are pleased to announce that placements have been arranged for the students who successfully completed the course. This initiative reinforces our dedication to empowering aspiring hospitality professionals and bridging the industry's talent gap.

As we move forward, SIHRA remains steadfast in its mission to support and advocate for the interests of our members. We encourage your active participation in our initiatives and look forward to a year of progress and collaboration.

Best regards,  
**K Syama Raju**  
President  
SIHRA



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# Taking **bold steps** for members

A glimpse at recent activities and initiatives taken by SIHRA for ease of doing business and to empower the travel and hospitality sector in the southern region.

The tourism and hospitality industry in South India is witnessing a strong surge as states like Karnataka, Kerala, and Andhra Pradesh take proactive steps to enhance tourism and infrastructure. The recently concluded KITE 2025 played a pivotal role in showcasing tourism offerings, fostering business collaborations, and elevating Karnataka and its neighbouring states onto the global stage. With associations like SIHRA leading these initiatives, the hospitality sector continues to thrive, driving innovation, investment, and growth. As the region strengthens its presence in the global tourism landscape, its commitment to enhancing visitor experiences and industry partnerships remains stronger than ever.

Here is the roundup of recent initiatives and dialogues:

## APHA REQUESTS TO REDUCE LIQUOR LICENSE COST

A delegation of hoteliers led by **R.V. Swamy**, Chairman, Andhra Pradesh Hotels Association (APHA) and Owner of Hyatt Place Vijayawada met **Chandrababu Naidu**, Chief Minister, Andhra Pradesh, and gave a letter requesting a reduction in the liquor license cost. The CM subsequently directed the officials to examine the issue. Swamy said, "We are confident that the government will consider our request and help us out. We expect the licence fee to be fixed around ₹20 lakh. If so, we are ready to offer more brands of liquor for the benefit of guzzlers."







### K SYAMA RAJU HONOURED AT KITE 2025

During the inauguration of Karnataka International Travel Expo (KITE) 2025, **K Syama Raju**, President, SIHRA, was honoured by **Salma K Fahim**, Secretary to Government, Department of Tourism, Government of Kerala and **M. Srinivas**, Chairman, KSTDC. This recognition celebrated Syama Raju's unwavering dedication and significant contributions to the growth and development of the tourism and hospitality sector in the Southern region. His efforts in fostering industry collaboration, advocating for key initiatives, and driving sustainable tourism practices were acknowledged as instrumental in strengthening the region's hospitality landscape.

### KITE 2025 ROADSHOW ORGANISED BY SIHRA

SIHRA organised Karnataka International Travel Expo (KITE) 2025 roadshow at Kochi Radisson Blu hotel in February to highlight the benefits of participation in the 2<sup>nd</sup> edition of KITE to its members and industry stakeholders. The roadshow apprised its audience how the event will unlock Karnataka's untapped potential, setting the stage for an impactful and transformative edition. As Karnataka is home to a rich tapestry of experiences that cater to travellers of all kinds, KITE 2025 will reflect state's commitment to positioning Karnataka as a top-tier destination on the global tourism map while driving economic growth through tourism partnerships.



SIHRA also revealed opportunities for global visibility for stakeholders at KITE 2025, which is more than just an event. By bringing together stakeholders from across the globe, KITE aims to facilitate meaningful dialogue, foster innovation and ensure sustainable growth in the tourism sector."

### PRADEEP SHETTY URGES CUT IN EXCISE LICENSE FEE

**Pradeep Shetty**, Vice President, FHRAI and **S.K. Hari Arumugam**, EC Member, SIHRA, recently met **Ajit Pawar**, Minister of Finance, Maharashtra, and requested to forward their issues to GST council and consider excise license fee reduction.

### FHRAI EC MEETS IN MAMALLAPURAM

The FHRAI Executive Committee recently convened at Radisson Blu Resort, Temple Bay Mamallapuram, where members engaged in discussions on industry challenges.

The meeting also saw the formulation of a strategic roadmap outlining the federation's goals, key policy reforms, and pressing issues in the sector. With a focus on driving positive change, the committee planned to take these concerns to relevant stakeholders and government authorities for necessary interventions. Along with that, a dinner was hosted by SIHRA for the FHRAI Executive Committee. ❖



# Industry status to hospitality in Andhra

Andhra Pradesh reveals its new tourism policy 2024-29 granting industry status to the tourism and hospitality sectors, expecting more infrastructure related investment.

By Janice Alyosius

In a strategic move to boost tourism, enhance hospitality sector and attract global investors, the Andhra Pradesh government has rolled out the Andhra Pradesh Tourism Policy 2024-29. The new policy aims to position the state as a premier tourism hub at global stage while fostering economic growth, employment generation, and sustainable development.

**Kandula Durgesh**, Tourism Minister, Andhra Pradesh, emphasised the state's commitment to welcoming investors, tour operators, travellers, and other stakeholders. "Andhra Pradesh is fully prepared to welcome all the investors, tour operators, travellers, and other stakeholders to the beautiful place of Andhra Pradesh," he said.



**Kandula Durgesh**  
Tourism Minister  
Andhra Pradesh

A significant highlight of the new tourism policy is the granting of industry status to tourism and hospitality sector, which will provide an impetus for investment and economic expansion. "The Andhra Pradesh Tourism Policy 2024-29 has granted industry status to tourism, which gives a significant boost to investors, encouraging them to participate in Andhra Pradesh's overall tourism development," Durgesh explained.

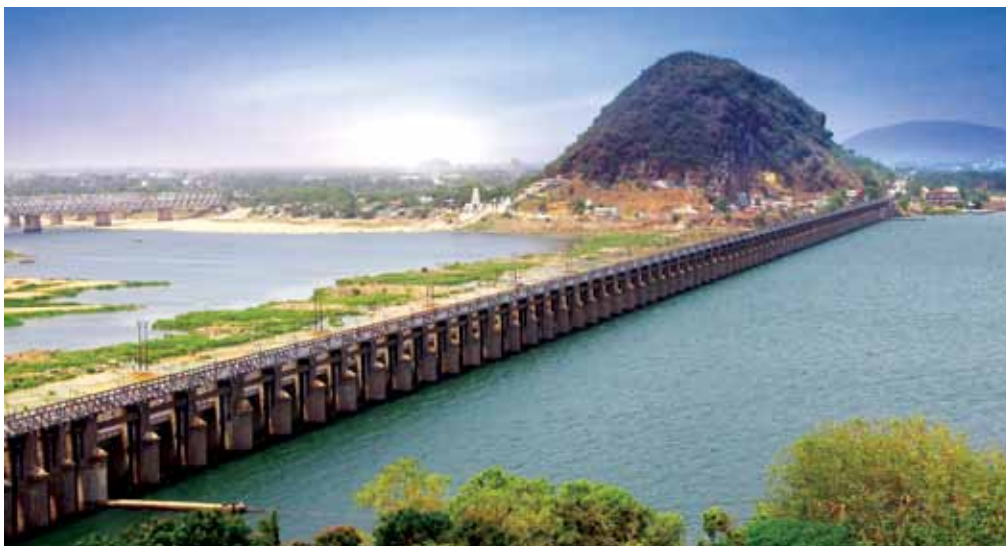
This policy move is expected to attract large-scale investments and enable businesses to leverage incentives and benefits, making Andhra Pradesh a lucrative destination for tourism and hospitality entrepreneurs.

The Andhra Pradesh government has set a clear objective to enhance the state's employment contribution through tourism. "We feel that by the end of 2025, our tourism sector will contribute at least 15 per cent of the total employment generation in the state," said Durgesh.

This policy move is expected to attract large-scale investments and enable businesses to leverage incentives and benefits."

With a vision to establish Andhra Pradesh as a premier tourism hub, the government is focusing on various segments, including spiritual, coastal, ecological, adventure, and wellness tourism. "Our state offers a multitude of tourism experiences that not only attract travellers but also empower local communities and promote sustainable development," the minister added.

Sustainability and digitalisation are central to the new tourism policy. "With sustainability and digitalisation as core agenda items, the policy aims to develop and enhance anchor hubs by focusing on mass connectivity, public-private partnerships, and innovative tourism solutions," noted Durgesh. ♦





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# Scope for sector-specific aid in BUDGET

Infrastructure gains lauded in Union Budget 2025-26, yet hospitality sector needs government support for hospitality through sector-specific incentives and financial aid for SMEs to thrive.

By DDP Bureau

With the announcement of the Union Budget for FY2025-26, the tourism and hospitality sector witnessed a new dawn of hope for tourism activities in India. As per the Budget 2025-26, ₹2541.06 crore has been allocated to enhance infrastructure, skill development, and travel facilitation.

Appreciating the government's focus on capital expenditure, enhanced infrastructure and better connectivity, **K Syama Raju**, President, SIHRA displayed optimism for the overall budget. He said, "Routed towards enhanced infra and connectivity, the budget will directly boost tourism and, in turn, benefit the hospitality sector."

He lauded the allocation for developing tourist circuits and promoting domestic tourism as it will encourage more travellers to explore the diverse destinations of South India. In reference



to the proposed income tax relief, he said, "The tax relief will increase disposable incomes, in consequence, we hope to see higher consumer spending on travel, dining, and hospitality services, benefitting hotel industry and restaurants."

Additionally, SIHRA believes the hospitality sector needs more direct support from the government in areas of sector-specific

incentives, GST rationalisation and financial aid for small and medium-sized enterprises (SMEs). Moreover, a long-term

policy measure such as 'infrastructure status' to the sector would enable easier access to credit and investments. ♦

## INITIATIVES

- Top 50 tourist destination sites in the country will be developed in partnership with states through a challenge mode.
- Hotels in those destinations will be included in the Harmonious Master List.
- Organising intensive skill-development programmes for youth including Institutes of Hospitality Management.
- Providing MUDRA loans for homestays.
- Improving ease of travel and connectivity to tourist destinations.
- Introducing streamlined e-visa facilities along with visa-fee waivers for certain tourist groups.
- Special focus on destinations related to the life and times of Lord Buddha.
- Medical Tourism and Heal in India will be promoted in partnership with the private sector along with capacity building and easier visa norms.
- Providing performance-linked incentives to states for effective destination management including tourist amenities, cleanliness, and marketing efforts.



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# 1.5 lakh jobs in 4 years: CM, Karnataka

Karnataka's Tourism Policy 2025-2029, unveiled at KITE 2025, promises to attract ₹8,000 crore as direct investment and a major job boost.

By DDP Bureau

Recently, the 2<sup>nd</sup> edition of Karnataka International Travel Expo (KITE) 2025 took place in February. The event witnessed a resounding success, showcasing Karnataka as a vibrant and diverse global tourism hub.

Inaugurated by **Siddaramaiah**, CM, Government of Karnataka, the event also witnessed the presence dignitaries such as **HK Patil**, Minister of Tourism, Government of Karnataka and **Dr Rajendra KV**, Director, Department of Tourism and Managing Director, KSTDC. The event was also graced by **KS Raju**, President, South India Hotels & Restaurants Association (SIHRA).

Organised by the Department of Tourism, Government of Karnataka and the Karnataka Tourism Society (KTS), KITE 2025 has emerged as a promising platform that brought together stakeholders from across the tourism and hospitality industries.

The event opened doors for new partnerships and business opportunities with 14,000 B2B meetings, over 400 hosted buyers from India and abroad along with more than 150 stakeholders participating from Karnataka. It highlighted Karnataka's unique

offerings, including its heritage, culture, adventure, wellness, and nature-based tourism.

During the inauguration of the event, Siddaramaiah unveiled the state's Tourism Policy 2025-2029. He said, "As you look to the future, I call across all investors, tour operators, entrepreneurs, and industry professionals to join hands with us to make Karnataka a top tourism destination in the world."

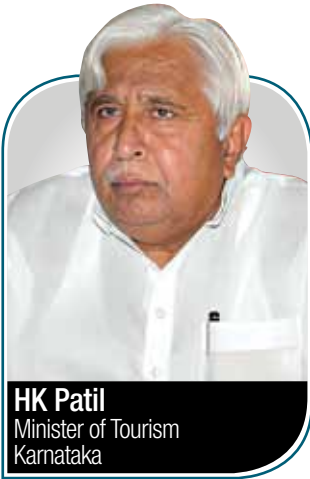
With a budget of ₹1,350 crore, the state tourism policy will help in attracting around ₹8,000 crore as direct investment."

**SIDDARAMAIAH**, CM, Government of Karnataka

He further revealed, "With a budget of ₹1,350 crore, the state tourism policy will help in attracting around ₹8,000 crore as direct investment and generate employment opportunities to 1.5 lakh people in







**HK Patil**  
Minister of Tourism  
Karnataka

“We are building a more accessible Karnataka as for any destination to thrive, seamless connectivity is the key.”

the next four years.” Additionally, while urging the investors to come forward with their proposals, he stated that the policy provides attractive incentives for hotels, resorts, wayside amenities, wellness retreats, adventure sports and cruise tourism.

Appreciating how Karnataka is on its way to become a leading destination through initiatives like KITE, H.K Patil said, “We are building a more accessible Karnataka as for any destination to thrive, seamless connectivity is the key. Our government has been working tirelessly to ensure the essential amenities across the state. The Shakti Scheme has been a resounding success, providing high-quality amenities and facilities. We look forward to support, facilitate and strengthen the tourism eco-system to make Karnataka a global benchmark for responsible enriching and inclusive tourism”.

Speaking about the success of the event, Dr Rajendra KV underlined, “KITE 2025 is a catalyst for a gateway to growth for the Karnataka tourism industry to reach international and domestic markets, this event is about building relationships, creating opportunities and to promote Karnataka as world-class travel destination.”

The event also witnessed the participation of tourism and hospitality associations like SIHRA, reinforcing their support for industry initiatives in the southern region. SIHRA’s participation underscored its dedication to fostering stakeholder engagement, driving holistic tourism growth, and addressing key industry challenges. To appreciate SIHRA’s efforts in boosting hospitality sector in the Southern region, KS Raju was honoured at the KITE inaugural by M. Srinivas, Chairman, KSTDC.



**Dr Rajendra KV**  
Director, Department of Tourism,  
Karnataka & MD, KSTDC

“KITE 2025 is a catalyst for a gateway to growth for the Karnataka tourism industry”

#### KEY FEATURES:

- Over 10,000 B2B appointments.
- Over 20 different tourism segments: adventure & wildlife, business travel and hotels, pilgrimages, festivals of Karnataka, World Heritage Sites, conference and meetings, etc.
- 150 exhibitors representing various destinations and marquis products of Karnataka.
- Pre and post-event familiarisation tours showcasing major destinations of Karnataka such as Hampi, Coorg and Kabini, Mysore, Chikamagalur, Mangaluru, Badami and Pattadakal.

#### WAY TO GLOBAL PRESENCE

KITE 2025 provided global visibility to the products from Karnataka generating partnerships and collaborations that are expected to translate into increased footfalls and revenues. It also accelerated the promotion of local small and medium tourism enterprises, expanding their customer base.

Events like KITE help establish Karnataka as a go-to destination for business and leisure travellers, reinforcing its position on the global tourism map. The increased visibility attracts investments in hospitality, transport, and other sectors, improving the overall tourism experience. Through such initiatives, Karnataka can harness its tourism potential to drive inclusive economic growth, cultural exchange, and sustainable development. ❖





# SIHRA makes a dynamic presence at **KITE 2025**









# Skilling & industry status remain critical

As per **G Vasudevan**, Managing Director, Fortune Pandiyan Hotel, it is the need for the government to give industry status to hospitality and skilling should go a step further across the country to ensure that tourists stay and even extend their trips in the country.

By DDP Bureau





For **G Vasudevan**, Managing Director, Fortune Pandiyan Hotel, the need to open a property in Madurai came when he saw a gap for star hotels in smaller cities. "In earlier years, places in Tamil Nadu like Tirunelveli, Kanyakumari or Thoothukudi, did not have many star hotels or good quality hotels, which could cater to inbound or leisure guests and promote tourism. However, today, we have many good hotels in such places, as well as good highway system connecting all the way from Chennai to Kanyakumari. In terms of connectivity, for both air, train or road, South Tamil Nadu is well-equipped. Once the market starts picking up, more good hotels will start coming up," he said.

"I am sure in the next 4-5 years, there will be more quality hotels coming up in many destinations across the state, which would lead to more tourists too. With so many untouched and unexplored opportunities available like heritage, leisure, groups, etc., I am hoping that the tour operators will promote that," he claimed.



**G Vasudevan**  
Managing Director  
Fortune Pandiyan Hotel

I am sure in the next 4-5 years, there will be more quality hotels coming up in many destinations across the state, which would lead to more tourists too."

### GOVT SUPPORT

While many states have eased out processes for hotel openings, Vasudevan believes that there is a need for industry status to be given by all states. "One of the key things that we have been pushing the Tamil Nadu government for, is to declare hospitality as an industry. Though in principle, they have said it is an industry. One of the advantages of being declared as an industry is you get better financial support. In fact, the biggest expense that the hotel industry has is the electricity. Today, we are being charged on a commercial rate, which is much higher. If the industry status has been declared properly, then we will be getting the lower tariff that other industries are getting."

Underlining that government must understand that it is not just the hotel who is going to be benefiting from the tourism, Vasudevan added, "The cascading effect of hotel industry or tourism industry goes to many people—right from artisans, taxi drivers to guides. Thus, compared to the manufacturing industry, more number of people will be employed in promoting tourism. We need to educate the government to give the similar priority to hotel industry they are giving to other industries. It is not going to happen overnight, but SIHRA, CII and other associations are struggling to educate the government that we need to promote more tourism."

### SKILL DEVELOPMENT

However, he agreed that the government is making efforts to help the industry as well. "Lately, they have been providing special privileges for skill development, where we want to help the local villagers by developing basic skills. They can then go to the hotels and learn other skills required on the job and get employment. By decentralising the industry, the need for people to migrate from the rural to urban will also be reduced. Local economy will grow and people will be closer to their hometown, which will be a big help."

He added, "In fact, unlike other states, Tamil Nadu has got many things to showcase. We also need to develop different tourism circuits, which will cater to different travellers. For example, the government has identified several hiking trails across Tamil Nadu, which will interest youngsters. We also need to parallelly develop and educate good guides, because when people go on hiking trails, they need somebody to explain about the flora and fauna there. Hence, guide training should be done for them to specialise in different areas." ❖





# Unleashing India's **spiritual potential**





After Maha Kumbh turns a new page in India's spiritual tourism story, hotels are mushrooming across India's holy cities and spiritual sites to get their share of the country's huge religious potential.

By Lipla Negi



**Arjun Baljee**  
President  
Royal Orchid Hotels

Events like the Maha Kumbh Mela have led to a 21.4 per cent rise in spiritual tourism visa applications to India."

From celebrities to devoted pilgrims, the Maha Kumbh has redefined the future of spiritual tourism in India, setting it on an upward trajectory. It has highlighted India's often-overlooked strength in spiritual tourism, transforming it into a sustainable and ever-growing revenue stream. "Events like the Maha Kumbh Mela have led to a 21.4 per cent rise in spiritual tourism visa applications to India, indicating a growing interest among both domestic and international travellers," said **Arjun Baljee**, President, Royal Orchid Hotels.

Recognising the burgeoning demand, both international and domestic hotel chains are increasingly focusing on spiritual destinations. **Mandeep**

**S Lamba**, President and CEO (South Asia), HVS ANAROCK, explained, "As of early 2024, there were approximately 5,700 branded hotel keys across major religious destinations, with an additional 4,700 keys expected to be added over the next four to five years. Notably, in the calendar year 2024 alone, of the over 45,000 branded keys signed, nearly 18 per cent were in religious destinations, taking the total pipeline for these locations to a significantly higher number." Spiritual tourism in India is expected to grow at 16 per cent CAGR between FY2024 and FY2030. According to Lamba, this surge is driven by travellers seeking authentic and immersive experiences, coupled with enhanced connectivity and infrastructure developments.







**Mandeep S Lamba**  
President and CEO (South Asia), HVS ANAROCK

### A LEAP OF FAITH

While the spiritual heritage of India has always been a significant contributor towards tourism, in recent times, an increase in interest in both traditional and emerging spiritual circuits has been observed. "Post-pandemic, there has been a surge in travellers prioritising introspection and reconnection with culture, making India a favoured destination. Key steps to further enhance this segment include improving infrastructure at spiritual sites, enhancing accessibility through better transportation networks, and creating globally competitive promotional campaigns," highlighted **Rahul Gupta**, Project Head, Eyak Venture.

As yoga, meditation, and wellness continue to gain global traction, India's offerings resonate strongly with travellers seeking a holistic and immersive journey. The hospitality sector is crucial in realising this potential by providing world-class accommodations that blend modern comforts with local traditions. "Developing immersive experiences like meditation retreats, spiritual tours, and wellness packages can significantly enhance visitor satisfaction. Embracing sustainable and eco-friendly practices while engaging local communities in these efforts

In 2024 alone, of the over 45,000 branded keys signed, nearly 18 per cent were in religious destinations."

will preserve the authenticity of spiritual tourism and contribute to its socio-economic impact," suggested Gupta.

To capitalise on this opportunity, the hospitality sector must go beyond conventional stays and curate immersive experiences that reflect India's spiritual essence. These could include yoga and meditation retreats, Ayurvedic wellness programmes, and guided spiritual journeys too. "Integrating wellness and personalised immersive experiences can further enhance the appeal with cultural authenticity and tech-



**Rahul Gupta**  
Project Head  
Eyak Venture

nology at the core," asserted **Samir MC**, Managing Director, Fortune Hotels. According to him, collaborations with religious institutions and tourism boards, along with enhanced



connectivity and infrastructure, will drive accessibility and seasonal footfall.

### EXPANDING HORIZONS

While timeless pilgrimage sites like Tirupati, Haridwar, Amritsar, Vaishno Devi, Varanasi, and Shirdi continue to draw devotees, comparatively lesser frequented and emerging circuits such as Ayodhya, Dwaraka, Vrindavan, Nashik, and Bodhgaya, that

Luxury travellers seek a blend of comfort, privacy, and curated spiritual experiences, reflecting the growing experiential travel trend."

offer a blend of heritage, wellness, and immersive experiences are also the sought-after places today. "A lot of it is owing to the government's push for development of such pilgrimage

places," added Samir. "We have already inked operating agreements to open hotels in many new as well as prevalent destinations like Ayodhya, Rishikesh, Shirdi, Deoghar, among others. Besides these, we are in discussions to close hotel deals in other key locations and temple towns in Maharashtra, Gujarat, Bihar, Andhra Pradesh, and Tamil Nadu," he said.

Hotels are also setting their sights on the 'wedding segment,' as more couples picking religious destinations to tie the knot. "Our expansion strategy includes upcoming properties in Tirupati and Khatu Shyamji, among others, that are designed to meet the needs of spiritual travellers along with the rise in weddings events in these spiritual locations. We are obviously looking out for suitable opportunities. The Regenta Evolife Tented Camp was a first for us at Pragyraj, which has seen some incredible feedback from guests," shared Baljee.

### BEYOND CONVENTIONS

Maha Kumbh also highlighted the growing demand for luxury experiences at spiritual destinations.



Historically, devotees sought basic facilities, but today, luxury travellers demand premium accommodations that match international standards. Gupta explained, "They seek a blend of comfort, privacy, and curated spiritual experiences, reflecting the growing experiential travel trend. Eyak Ventures has responded to this shift by offering luxury tents with en-suite bathrooms, air conditioning, fine dining, and personalised services. These offerings by the brand especially appeal to inbound travellers who value high-quality hospitality while exploring India's spiritual heritage. The average cost of these tents ranges between ₹10,000 to ₹35,000 per night, depending on the amenities and services provided."

Hotels are also offering curated services such as meditation zones, healthy cuisine options, guided temple visits, and concierge assistance for pilgrimage planning.



**Samir MC**  
Managing Director  
Fortune Hotels

"We have already inked operating agreements to open hotels in many new as well as prevalent destinations like Ayodhya, Rishikesh, Shirdi, Deoghar, among others."



## CHALLENGES

While India's deep-rooted spiritual heritage and evolving hospitality landscape present immense opportunities, there are some challenges that need to be addressed such as maintaining the environmental sanctity of the spiritual site, adequate and proper visit arrangements to avoid overcrowding, and maintaining cleanliness, service quality, and attraction. "Limited transport options, inadequate infrastructure, lack of sustainable growth and above all paucity of quality and safe accommodation options still pose a problem in some regions, which as India works its way through it, we will see progress," stated Sameer. However, Maha Kumbh is setting new benchmarks, boosting India to solidify its status as a leading global hub for spiritual tourism. ❖



# Kochi leads ARR trend with highest YoY growth

India's hotel industry witnessed a strong performance in all the key markets in FY2024, with occupancy rates registered between 69-71 per cent in December 2024.

**By DDP Bureau**

According to HVS Anarock's industry update for January 2025, occupancy rates in December 2024 experienced steady year-on-year growth, aligning closely with pre-COVID levels for the same period. With consistent demand growth, key cities such as Mumbai, Kolkata, Ahmedabad, and Kochi achieved occupancy levels above 80 per cent.

Mumbai recorded the highest occupancy at 81 to 83 per

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Average rates spiked across all key markets, except for Goa experiencing slight growth compared to the previous year

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cent while Kochi led the year-on-year (YoY) growth with an impressive increase of five to seven percentage points. On the other hand, Chandigarh and Hyderabad were the only

markets that saw YoY decline in occupancy rates in the range of two to five percentage points.

On the Average Room Rates (ARR) front, rates maintained





## Share Price Movement

(as on 27<sup>th</sup> January 2025)

Company	Market Cap (Rs. Crore)	Share Price (as on 27 <sup>th</sup> January 2025)	Share Price (as on 27 <sup>th</sup> December 2024)	Share Price Change (%)	52-Week High (Rs.)	52-Week Low (Rs.)
IHCL	108,209	781	860	-9%	894	474
EIH	22,278	379	410	-8%	566	309
Chalet Hotels	16,050	763	989	-23%	1051	652
Lemon Tree Hotels	10,338	134	149	-10%	162	112
Juniper Hotels	6,493	296	344	-14%	538	277
Mahindra Holidays & Resorts	6,499	321	356	-10%	504	311
SAMHI Hotels Ltd.	3,986	187	197	-5%	237	146
Apeejay Surrendra Park Hotels Ltd	3,623	181	180	1%	234	138
Royal Orchid	888	334	358	-7%	448	301

Source: BSE website; Share movements data as on 27th January 2025



their upward momentum, though the pace of YoY growth has begun to stabilise. Average rates spiked across all key markets, except for Goa, where rates saw slight growth compared to the previous year. Despite this, Goa continued to command the highest average rate in the country, exceeding ₹14,000. Kochi emerged as a standout performer, recording the highest YoY growth in average rates, driven by robust demand in the market.

Overall, ARR stood between ₹9,400 – 9,600 in December 2024, which is 49 to 51 per cent surge from December 2019. While RevPAR for the industry was between ₹6,486 – 6,816 in December 2024. However, the occupancy rates stood between 69 – 71 per cent.

### SIGNING ANALYSIS

The hotel sector saw a remarkable surge in FY2024-25, with 457 new signings—a 38 per cent jump from the previous year. Tier I cities led the charge with a 26.4 per cent increase in

signed keys, up from 23.6 per cent in FY2023. However, tier II cities experienced a slight dip, with signings dropping to 26.6 per cent from 29.6 per cent the prior year.

### OPENINGS ANALYSIS

FY2024 saw a rise in hotel openings, with 13,424 new keys added—an 8 per cent increase from 12,435 in FY2023. Property openings also climbed 16 per cent, reaching 191 new launches. However, tier I markets experienced a slowdown, with openings dropping to 27.6 per cent from 39.2 per cent in the previous year, while tier II cities saw a slight dip from 26.4 per cent to 23.2 per cent.

In contrast, tier III & IV cities witnessed a remarkable surge, with openings soaring to 49.3 per cent in FY2024 from 34.4 per cent in FY2023. This shift highlights growing interest from hotel brands in emerging markets, driven by government initiatives to enhance tourism infrastructure in smaller towns. ♦

# City hoppers keeping **business abuzz**

With urban travellers looking at varied experiences and exploring different offerings while moving from one place to another, hotels are redefining how they cater to these clients by curating innovative packages.

By **Somya Deep**





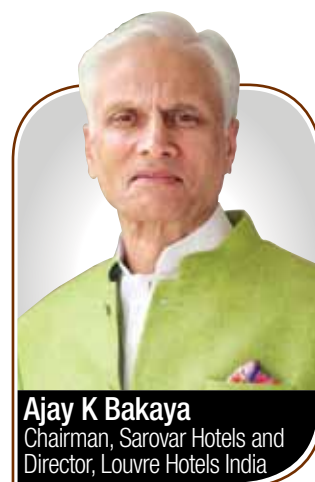
The hospitality landscape is rapidly evolving, influenced largely by the preferences and expectations of Gen Z and millennials. Beyond new destinations and traditional sightseeing, these generations are increasingly seeking art and architecture, local cuisines, and regional culture for a deeper sense of connection across multi-destinations.

As a result, the concept of 'City Hopping' is gaining momentum among these travellers. It allows to explore multiple cities in a single trip, especially in regions with well-connected transportation systems. The conventional practice of a single-city vacation with the limited options no longer resonates with personal interests of these new-age travellers.

#### VARIED DEMOGRAPHICS

The trend of city-hopping is especially popular among Gen Z and millennials, who prefer to take shorter trips to multiple cities rather than limiting themselves to just one city per trip. Explaining why these generations prefer city-hopping travel, **Ajay K Bakaya**, Chairman, Sarovar Hotels and Director, Louvre Hotels India, shared, "City hoppers are primarily aged between 25 to 40 years. They are digitally savvy, value-driven, and seek quick getaways that offer rich cultural experiences. Their preferences include personalised itineraries, off-beat local experiences, and seamless travel convenience."

Sharing similar sentiments, **Vikas Ahluwalia**, General Manager and Head, Zone by The Park Hotels, added, "City hoppers are a dynamic bunch, typically between 27 to 37 years, who work hard and party harder. They love getaways to destinations that are two to three hours away. Accessibility is key for them, and so is the



**Ajay K Bakaya**  
Chairman, Sarovar Hotels and  
Director, Louvre Hotels India

“City hoppers’ preferences include personalised itineraries, off-beat local experiences, and seamless travel.”

vibe. They seek experiences that seamlessly blend relaxation and a buzzing social scene."

City hoppers are modern explorers who seek adventure and varied experiences. They favour flexible itineraries that combine natural beauty, local cuisine, and unique activities, according to **Rahul Janve**, General Manager, Courtyard by Marriott Mahabaleshwar. He affirmed that in Mahabaleshwar, they are drawn to scenic viewpoints like Arthur's Seat, trekking trails, and local markets. They also prefer digital convenience, such as online bookings, contactless check-ins, and social media-worthy experiences that allow them to document their journey.

#### SPECIFIC NEEDS

City hoppers often crave culturally immersive experiences, tastes of regional cuisines and



specialties, and connection with local identity and architecture. To cater to these shifting expectations, Bakaya stressed that the hotel brand created an authentic local feel by integrating locally inspired architecture, regional art displays, and a cultural décor in their property. Their curated experiences, such as the Ganga Aarti in Haridwar, guided tour of Mahabodhi temple in Bodh Gaya, and traditional culinary offerings, allow guests to immerse themselves in the local culture.

Besides, collaborating with local artisans and communities to provide unique workshops and activities, ensures guests experience the true essence of each destination. Ahluwalia highlighted that their culinary teams offer an exciting mix of flavours—local specialties and experimental menus that keep things fresh and unexpected. He added, “Whether it is food, design, or entertainment, our

teams create spaces that speak to the ever-evolving preferences of new-age travellers.”

One growing trend is the incorporation of regional art, textiles, and architectural elements, creating a true sense of place. “Our ibis Styles Goa Vagator incorporates design and art elements inspired by the vibrant Goan culture, offering a deeper connection to the local community,” said **JB Singh**, President and CEO, InterGlobe Hotel, further stating, “Our hotel showcases curated art pieces that are inspired by the unique character of its city. For instance, the ibis Thane features the works of six talented artists across various mediums, including wallpapers, original paintings, and city-themed photographs.”

### DIVERSE OFFERINGS

Enhancing the diversity appeal of hotel is crucial to connect with the city-hopping guests.

From food to feel, embedding the diversity of India in the property becomes an important aspect for hoteliers.

Catering to diverse interests through a blend of local and international experiences, Bakaya shared, “Our restaurants offer a wide range of cuisines from traditional Indian delicacies to global dishes that are tailored to the tastes of modern travellers. We also curate personalised experiences based on guest feedback.”

Hotels must adopt effective strategies to augment diverse experiences that meet the preferences and expectations of city hoppers. Janve said that the hotel chain offers a multi-cuisine menu that includes Maharashtrian North Indian, Continental, and Asian delicacies. The hotel also provides a mix of experiences, from serene nature walks and farm



**Vikas Ahluwalia**  
General Manager and Head  
Zone by The Park Hotels

Whether it is food, or entertainment, our teams create spaces that speak to the ever-evolving preferences of new-age travellers.”







**Rahul Janve**  
Courtyard by Marriott  
Mahabaleshwar

“We ensure value experiences with smartly priced packages including accommodation, meals, and local experiences.”

visits to rejuvenating wellness therapies, to ensure every type of traveller finds something that resonates with their personal interests.

Singh asserted, “One of our standout services for city hoppers is a multi-cuisine restaurant, Spice It, which serves delicious local dishes 24/7, allowing guests to embark on a culinary journey at any hour.”

Beyond dining, the hotel chain caters to the diverse interests of today's travellers through thoughtfully designed spaces and amenities such as a lively bar offering the perfect setting to relax and a curated mini library for book enthusiasts. Singh added, “For music lovers, there is an exclusive #ibisMusic playlist at the ground-floor music station—a unique offering born from our international collaboration with Spotify.”

## COST & VALUE

To navigate the new consumers' needs, hoteliers firmly focus on affordability and value, as city hoppers seek economical adventures. Janve emphasised, “We ensure value experiences with smartly priced packages that include accommodation, meals, and local experiences. We offer seasonal discounts, group booking deals, and flexible stay options, making it easier for budget-conscious travellers to plan their visit.” Additionally, the brand provides co-living and hostel-style accommodations with modern amenities for those who prioritise cost-effective stays.

For the mid-market hotel segment, InterGlobe is developing properties that cater to the needs of quality-conscious travellers who also seek fair value. “Our focus remains on delivering world-class hospitality experiences while maintaining affordability and quality,” Singh said. ♦



**JB Singh**  
President and CEO  
InterGlobe Hotel

“Our focus remains on delivering world-class hospitality experiences while maintaining affordability and quality,”





# City hotels bode well for weddings?

Offering a complete wedding package, city hotels host full-fledged multiple-day celebrations than destination weddings, thanks to accessibility and state-of-the-art facilities.

By DDP Bureau



**Aparna Ajith**  
Director, Sales and Marketing,  
Sheraton Grand Bangalore Hotel  
at Brigade Gateway

that reflect culinary excellence, they provide the ideal setting for an unforgettable wedding. Guests not only enjoy the event but can also explore the city's cultural, shopping and leisure opportunities, making it an all-encompassing experience."

## CITY HOTEL EDGE

Weddings these days are not just limited to one function. "They have evolved into multi-event celebrations. Urban hotels/venues are perfectly positioned to host pre-wedding

City hotels ensure every moment, from the first toast to the final farewell, is perfectly orchestrated."

While the concept of destination weddings in the country has been popular, the shift towards city weddings is not only seeing a rise, but has an extra advantage. **Aparna Ajith**, Director, Sales and Marketing, Sheraton Grand Bangalore Hotel at Brigade Gateway, explains, "City hotels offer a distinct and often overlooked advantage over destination hotels when it comes to the wedding segment. While destination properties offer secluded settings and scenic backdrops, urban

venues offer something equally valuable—unmatched convenience, accessibility and the ability to create personalised, seamless experiences that cater to both the couple and their guests.

## ACCESSIBILITY IS KEY

Claiming that urban venues eliminate the logistical challenges often associated with destination weddings, she shared, "Guests, including elderly family members and close friends, appreciate the convenience of central

locations, easy transportation and proximity to essential services. For couples, this means less stress and more time to focus on what truly matters—celebrating their love story. With seamless metro connectivity and a central location, such venues ensure unmatched ease of access, outshining destination properties. Moreover, these venues offer a perfect blend of luxury and modernity. From spacious bridal suites to curated menus

functions, intimate family gatherings and elaborate ceremonies, all within the same property. City hotels do not just host weddings but enable to create personalised journeys. They ensure every moment, from the first toast to the final farewell, is perfectly orchestrated. This ability to blend convenience, customisation and heartfelt service gives them a competitive edge that resonates deeply with today's couples and their loved ones." ♦



# Nex-gen kitchen tech: Game changer for F&B

Razi Haider discusses high-tech kitchen solutions that can significantly reduce energy and operational costs while achieving sustainability targets.

By DDP Bureau



## How ITW is helping hotel kitchens adopt energy-efficient warewash innovations to reduce operational costs while maintaining hygiene standards?

Costs are staying high for water, chemical products, and especially for electricity. In these challenging times, it is a relief that technology can help reduce electricity, water, and chemical consumption while still ensuring washing hygienically.

Our HOBART undercounter dishwashers come with a cutlery premium function. It can save up to 60 per cent of water and reduce energy demand. They meet global hygiene and safety certifications, making them a trusted choice for hotel kitchens worldwide.

## How are zero-waste kitchens reshaping sustainability goals in the hotel industry?

Zero-waste kitchens are transforming sustainability goals in the hotel industry by aligning with eco-conscious consumer demands. The concept emphasises inventory management, waste management tracking systems, and circular resource management. They not only align with sustainability goals but also position as leaders in the green hospitality movement.



## How does your advanced cooking technology help chefs balance nutrition, taste, and energy efficiency?

ITW's advanced cooking technology is designed to empower chefs with tools that enhance their ability to create nutritious, flavourful meals while maximising energy efficiency. Thanks to the combination of pressure cooking and dry steam, HOBART Pressure steam cooker (GTP) delivers the best cooking results. The GTP saves time, electricity, and water compared to conventional cooking devices.

## What new ideas and innovations are you focussing on to pioneer food technology in the F&B sector?

ITW Food Equipment Group is focusing on innovative technologies that enhance efficiency, sustainability, and customer satisfaction while meeting evolving market demands. We are developing smart and connected equipment, green technology, and integrated monitoring systems. ITW is advancing energy-efficient appliances, such as Energy Star-certified dishwashers, to reduce energy consumption. ❖

ITW's advanced cooking technology equips chefs with tools to create nutritious, flavourful meals while maximising energy efficiency."





# Weddings & MICE remain Kerala's priority

In 2025, Kerala aims to leverage the tourist offerings in its Northern region with advanced infrastructure and new products such as caravan parks and heli-tourism.

By **Amita Pandey**

**A**fter announcing ₹385 crore for the tourism sector in the state annual budget FY2025-26, Kerala is back with an optimistic fervour to see an uptick in domestic footfall in the state in 2025. To further increase the tourist inflow in the state, Kerala Tourism rolled out an enticing collection of products ahead of the summer holidays, ensuring that Kerala has something to offer for every season.

During Kerala Tourism Partnership Meet in Delhi, **Sikha Surendran**, Director, Kerala Tourism and Managing Director, Kerala Tourism Development Corporation said, "Kerala Tourism has been conducting



business-to-business meetings in the major cities to drive the tourist inflow from the traditional markets into Kerala." She added, "We have come up with 45 trade partners from Kerala including tour agents, travel operators and the hospitality stakeholders to meet the tour operators, the DMCs and travel agents from from across the country."

## NEW PRODUCTS

This time Kerala is making efforts to highlight hidden gems in the

“  
The state's tourism industry has grown well under Public-Private Partnership (PPP).”







### REVENUE DATA FOR 2023

- Foreign Exchange Earnings: ₹5245 cr
- Direct Earning from Domestic Tourists : ₹33962.5 cr
- Total Revenue: ₹43,621 cr

Northern region of the state especially Bekal, Wayanad and Kozhikode, with vastly improved infrastructure, logistics and digital connectivity. Surendran pointed out, "Generally, tourists would come to the centre and head to the south and go back. As you see Kerala is a coastal state,

right from the north to south we have the pristine beaches, serene backwaters and hill stations. This multifarious tapestry is not exclusive to South only, even North Kerala has a lot to offer. Hence, we are bringing up more investments, especially in the room inventory to northern Kerala."

Alongside with the state's core assets such as beaches, hill stations, houseboats and backwaters, the new products such as heli-tourism, caravan tourism and adventure tourism will heighten the totality of the visitors' experience. Renowned for its natural beauty, vibrant culture and rich heritage, Kerala will also offer to its visitors a brush with cultural euphoria and literary events. Along with that as per State budget, Kerala will also introduce the K-Homes initiative, which will repurpose unoccupied homes for affordable tourist accommodations.

### FOOTFALLS

Underlining its success in drawing a noticeable number of tourists into the state last year, Surendran revealed, "In 2023 we had 6.49 lakhs of foreign tourist arrivals and 2.19 crores of domestic tourist arrivals. In 2024 the domestic tourist numbers reached 2.22 crores, which is all-time high. In fact, in H1 2024 only, Kerala witnessed the arrival of 1,08,57,181 domestic tourists." Behind this success, multiple initiatives by the state have played a pivotal role. One such

specific project called 'exploring the unexplored' has significantly highlighted the offbeat gems in the state. Additionally, Kerala has dedicated a particular fund for this purpose only.

### WEDDINGS & MICE

Without specifying how many weddings and MICE events took place in the state after Kerala's effort last year to sell it as premier destination for the same, Surendran said, "Many weddings are happening in Kerala even international couples are choosing the state. Kerala has the potential to create memorable experience for the wedding segment due to the majestic landscape present here. One can mix this experience with the traditional art forms, cuisine, even the dress sometimes."

In case of MICE, she clarified, "Although the state's tourism industry has grown well under Public-Private Partnership (PPP), no convention centres are being

developed under the PPP model. In case any private entity comes forward for the same, the government is open to facilitate more convention centres."

### INTERNATIONAL MARKETS

When asked which global markets are going to be Kerala's target after the state government allocated ₹80 crore for global promotions in budget FY2025-26, she apprised, "We will continue to focus on our traditional global markets: Europe, North America and South America. We are also eyeing Southeast Asia. The last year saw a rise in arrivals from Australia so we are going to focus on it as well. We will be conducting roadshows in these markets and will leverage digital promotions through social media as well." Surendran also informed that in FY2023-24, Kerala also witnessed ₹5245 crore of foreign exchange earnings. However, the total revenue earned by the state in same year was ₹43,621 crore. ♦

### WHAT IS FOR TOURISM IN KERALA FINANCIAL BUDGET 2025-26?

- Introduction of loan schemes of up to ₹50 crore for hotel construction, with ₹20 crore allocated for interest subsidies.
- ₹80 crore has been set aside for international marketing.
- Under UDAN, ₹20 crore to boost tourism connectivity through seaplanes, heliports and airstrips.
- ₹50 crore for seaplane aerodromes and small aircraft landing sites.
- ₹5 crore for construction of a Pilgrim House and Amenity Centre near the Mahaganapathy Temple in Kottarakkara.





# Pullman enters South India

Accor's upscale business and lifestyle brand Pullman has made its debut in South India with the opening of Pullman Chennai Anna Salai, offering the brand's signature experiences, service and state-of-the-art amenities for patrons.

By DDP Bureau



**P**ullman Chennai Anna Salai is set to redefine the boundaries between work, leisure and culture in India. The property, located in Chennai's bustling Anna Salai district, is a stone's throw away from major government offices, consulates, corporate hubs and business districts.

**Garth Simmons**, Chief Operating Officer, Premium, Midscale & Economy Division, Accor Asia, stated, "India remains a key market for Accor, and the launch of Pullman Chennai Anna Salai underscores our commitment to pioneering premium hospitality experiences. Pullman's dynamic design, immersive social spaces, and forward-thinking approach make it the ideal destination for modern travellers seeking both purpose and connection. This opening marks a significant step in shaping the future of hospitality in the region."

**C Subba Reddy**, Managing Director of Ceebros Group, the owner and developer of the new hotel, said, "We are proud to

launch the first Pullman in South India and thrilled that Pullman Chennai Anna Salai stands as a landmark for the Ceebros Group, epitomising our commitment to innovation and excellence in hospitality. Our vision was to craft a space where modern sophistication meets the vibrant spirit of Chennai, seamlessly blending business, leisure and culture. Every detail of the hotel

technology and extensive event facilities, the hotel boasts over 1,700 square metres of versatile meeting and banquet spaces, making it an ideal choice for corporate events, conferences, and grand social gatherings. Guests will benefit from state-of-the-art meeting technology and seamless connectivity, ensuring productive and inspiring experiences.

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The hotel's dynamic culinary landscape brings together bold flavours and cultural narratives. Mercato draws inspiration from Mediterranean bazaars and Asian street markets

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has been thoughtfully curated, creating a design narrative that celebrates nature, art and modern design."

## ROOM CHECK

With 232 well-equipped rooms, the hotel spans 5,000 square metres. Integrating modern amenities, cutting-edge

## OFFERINGS GALORE

The hotel's dynamic culinary landscape brings together bold flavours and cultural narratives. Mercato draws inspiration from Mediterranean bazaars and Asian street markets, offering a lively dining experience. Mercato Bar redefines the bar scene with curated wine

selections and signature cocktails. For an elevated dining experience, Up North, the hotel's rooftop restaurant, showcases authentic North Indian cuisine with a contemporary touch, set against breathtaking views of the Chennai skyline. A comprehensive well-being offering ensures that guests can recharge amid their dynamic lifestyles. From a rejuvenating spa, and state-of-the-art fitness centre, to an inviting outdoor pool, the hotel fosters a holistic approach to wellness, seamlessly integrating relaxation into the guest journey.

In addition, Pullman Chennai Anna Salai has been awarded the prestigious Gold-level sustainability certification under the Leadership in Energy and Environmental Design (LEED) program in the Building Design and Construction category. This recognition reflects the hotel's eco-conscious design, energy-efficient operations, and dedication to reducing its environmental impact while delivering exceptional guest experiences. ♦



# List of Approved hotels in the month of February 2025 on Nidhi Plus Portal

S.No	Name and Address of Hotel	Email and Contact	Category	Rooms	State
1.	Royal Park D.No. 19-1-107, Kosurivari Street, Kakinada - 533001	murthy@royalparkonline.com 9581888999	3-Star	84	Andhra Pradesh
2.	Hotel Naveen Unkal Lake, Hubli, Dharwad - 580025	purchase.hubli@naveenhotels.com 9886099828	3-Star	92	Karnataka
3.	Double Tree By Hilton Kalyani Hospitality Services Private Limited, Double Tree By Hilton, Kalyani Platina EPIP Zone, Kundalahalli Brookfield, Bengaluru, Bengaluru Urban - 560037	shankar@kalyanidevelopers.net, 9611135476	3-Star	180	Karnataka
4.	Aurora Hotels and Resorts Thuppampadi Jn., Thalacode PO, Mulanthuruthy, Ernakulam - 682314	diarish1000@gmail.com, 8921632434	3-Star	16	Kerala
5.	The Bluemoon Residency (A UNIT OF NEW MATHA RESIDENCY), Atlanta Complex, Aluva-Munnar Bypass Road, Kothamangalam, Kochi, Ernakulam - 686691	info@thebluemoonresidency.com, 9847681187	3-Star	10	Kerala
6.	VSC Porto Marina (VSC Hotels And Resorts Private Limited ), R C Street , Balaramapuram- Vizhinjam Road, Balaramapuram P O, Thiruvananthapuram - 695501	vschotels.tvpm@gmail.com, 9496421000	3-Star	13	Kerala
7.	Hotel Anupama Legacy Main Road, Mala, Thrissur - 680732	hotelanupamalegacy@gmail.com, 7902263822	3-Star	10	Kerala
8.	Hotel Kairali T.K.S Puram, Kodungallur, Thrissur - 680669	hotelkairalikodungallur@gmail.com, 9447518700	3-Star	12	Kerala
9.	VV'S Lakshmi Inn Kallumkoottam, Manalithara.P.O, Wadakkanchery, Thrissur - 680589	vvslakshmi24@gmail.com, 9778309287	3-Star	13	Kerala
10.	Daspalla Hotels Private Limited 28-2-48, Suryabagh, Visakhapatnam, Visakhapatanam - 530020	hoteldaspalla@gmail.com, 8008256789	4-Star with Alcohol	125	Andhra Pradesh
11.	J.K Residency Cheruvathur, Cheruvathur P.O, Kasaragod - 671313	jkcheruvathur@gmail.com, 9995670000	4-Star with Alcohol	19	Kerala
12.	The Hotel Elegance (A Unit Of Cherupuzha Hotels), Cherupuzha.P.O, Thaliparamba, Kannur - 670511	elegancecherupuzha@gmail.com, 8281805050	4-Star with Alcohol	11	Kerala
13.	The Hotel Elegance A Unit Of Paithal Hotels And Resorts, Karuvanchal. P.O, Alakode - 670571	elegancekaruvanchal@gmail.com, 7025809506	4-Star with Alcohol	12	Kerala
14.	Hotel Malayoram Gateway Areekode Road Mukkam Kozhikode - 673602	info@hotelmalayoramgateway.com, 9744943482	4-Star with Alcohol	16	Kerala
15.	Hotel Guruvayur Gateway Mammiyoor Jn Puthanpalli P O, Guruvayur, Thrissur - 680103	info@jesshospitality.in, 9447081611	4-Star with Alcohol	71	Kerala
16.	J K Park Residency Kelakam, Kelakam P O, Kannur - 670674	jkkelakam@gmail.com, 8606178477	4-Star with Alcohol	19	Kerala
17.	Hotel Blue Nile SN Park Road, Kannur - 670001	mail@hotelbluenile.com, 9495115500	4-Star with Alcohol	35	Kerala
18.	Prosland Hotels Pvt.Ltd. 463/A Viswas Nagar, B.P Angadi, Tirur, Malappuram - 676306	gminfo@proslandhotels.com, 9072028899	4-Star without Alcohol	15	Kerala
19.	The Residency Towers, Rameswaram 1A/1, Near Kattupillaiyar Temple, Ramanathapuram - 623526	kc.pillai@theresidency.com, 7397790808	5-Star with Alcohol	98	Tamil Nadu
20.	Hotel Royal Orchid Regenta No.1 Golf Avenue, Adjoining Kga Golf Course Hal Airport Road, Bengaluru Urban - 560008	gm.royal@royalorchidhotels.com, 9902000100	5-Star Deluxe	194	Karnataka
21.	The Zuri Whitefield, Bengaluru (Unit of Zuri Hospitality Private Limited) No. 244, Hoody Village, Rajapalaya, ITPL Road, Whitefield, Bengaluru - 560048	lloyd.jathanna@hezurihotels.com, 9739961458	5-Star Deluxe	162	Karnataka
22.	ITC Kakatiya 6-3-1187, Begumpet, Hyderabad- 500 016	srl.kakatiya@itchotels.in, 9100869489	5-Star Deluxe	188	Telangana
23.	Oakwood Residence Kapil Hyderabad SY NO 115/1,Nanakramguda Gachibowli Hyderabad, Ranga Reddy - 500032	adil.ali@oakwood.com, 7729985803	Apartment Hotel 5-Star	158	Telangana



**Sachin Mandhre**  
General Manager  
Lords Hrim Akshara Resort,  
Basar, Telangana

Lords Hrim Akshara Resort has appointed Sachin Mandhre as its new General Manager. With over two decades of experience in the hospitality industry, he brings a wealth of expertise in strategic leadership, revenue management, operational excellence, PR & Liaisoning. In his new role, he will focus on enhancing productivity, ensuring guest satisfaction, implementing strategic initiatives to position the hotel as a top choice for leisure, pilgrim, wedding, & MICE clientele in Telangana. In previous roles, Mandhre has consistently driven success with his leadership qualities, which will establish the resort as a preferred destination in the region.



**Swapnil Nandurkar**  
Director, Sales, Sheraton Grand  
Bengaluru Whitefield Hotel and  
Convention Center

Swapnil Nandurkar has been appointed as Director of Sales by Sheraton Grand Bengaluru Whitefield Hotel & Convention Center. Nandurkar has played a pivotal role as a member of the hotel's leadership team while serving as the Associate Director of Sales. In his new role, he will oversee all aspects of the hotel's sales strategy. He will be responsible for budgeting, forecasting, and developing initiatives to enhance brand awareness and hotel's overall commercial performance. Previously, Nandurkar has worked with prominent global brands such as JW Marriott Pune and Taj Hotels Palaces Resorts Safaris, Mumbai and Hyderabad.



**Prasanna Venkatesh**  
Director, Operations  
Novotel Hyderabad Convention  
Centre & HICC

Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (HICC) has appointed Prasanna Venkatesh as Director of Operations. His journey spans hospitality brands such as Westin, Hilton, and Accor, as well as the prestigious Dubai Expo 2020. His expertise in strategic planning, budgeting, and operational efficiency has led to increased profitability across diverse properties, including luxury resorts in Maldives and large-scale urban hotels in the Middle East. In his new role, Prasanna will focus on enhancing operational efficiencies, driving sustainability initiatives, and elevating service standards across the property.



**Jyotsna Kanwar**  
Director, Sales and Marketing  
The Ritz-Carlton, Bangalore

The Ritz-Carlton, Bangalore has appointed Jyotsna Kanwar as the Director of Sales and Marketing. With over 18 years of experience, Kanwar brings a wealth of expertise in sales, marketing and customer relations, coupled with a passion for driving business growth. She began her hospitality career in 1999, since then, she has worked with prominent brands, such as ITC, Taj and The Leela Palace. In her previous roles, she has successfully led sales teams, exceeded revenue targets and developed key client relationships. Her experience spans across various operational roles, giving her an exceptional understanding of the hospitality industry.



**Suman Gulia**  
Director of Sales and Marketing,  
Renaissance Bengaluru Race  
Course Hotel

Renaissance Bengaluru Race Course Hotel has appointed Suman Gulia as the Director of Sales and Marketing. With an impressive 17-year track record in the hospitality industry, Gulia brings a deep understanding of sales dynamics and strategic marketing to her new role. Prior to this, she served as the Cluster Director of Sales at Taj Holiday Village and Taj Fort Aguada Resort & Spa in Goa. In her new role, she will focus on spearheading innovative sales and marketing strategies to drive revenue growth, identify new business opportunities, and ensure the seamless execution of annual budgets and revenue forecasts.



**Kartikeyan R**  
Director, Operations  
Novotel Hyderabad Airport

Novotel Hyderabad Airport has appointed Kartikeyan R as the Director of Operations. Bringing a wealth of experience from both Indian and international markets, Kartikeyan is set to enhance the hotel's operational efficiency and guest experience, further strengthening its position as a premier hospitality destination in Hyderabad. In his new role, he will oversee the hotel's day-to-day operations, ensuring seamless coordination across departments. His strategic vision and expertise in hotel management will be instrumental in elevating Novotel Hyderabad Airport as a preferred destination for business and leisure travellers alike.



**Puneet Dutta**  
Chief Operating Officer  
GRT Hotels & Resorts

GRT Hotels & Resorts has appointed Puneet Dutta as the new Chief Operating Officer. Dutta will oversee the brand's operations, which encompasses 22 hotels and resorts in India. Besides, Dutta will spearhead the group's expansion strategy, while focusing on strengthening their presence in key markets. With a distinguished career spanning over 20 years in the hospitality industry, his expertise also lies in leading cross-cultural environments, hotel pre-opening & property turnaround. He is known for his ability to craft strategy & streamline operations to provide creative, regenerative and profit-oriented solutions to lead business in diverse situations



**Resham Gupta**  
Director, Human Resources  
Conrad Bengaluru

Resham Gupta has been appointed as the Director of Human Resources by Conrad Bengaluru. With over 16 years of experience in the hospitality industry, Gupta brings a wealth of expertise in talent management, employee engagement, and fostering an inclusive workplace culture. She began her professional journey as a Management Trainee at Radisson Alibaug and went on to gain experience in HR roles at ITC Fortune and Travel Food Services. Prior to joining Conrad Bengaluru, she was associated with prominent brands like ITC Luxury Collection Hotels, where she exuded extraordinary leadership qualities and capabilities.



**Ritesh Arora**  
F&B Manager, ITC Windsor,  
Bengaluru

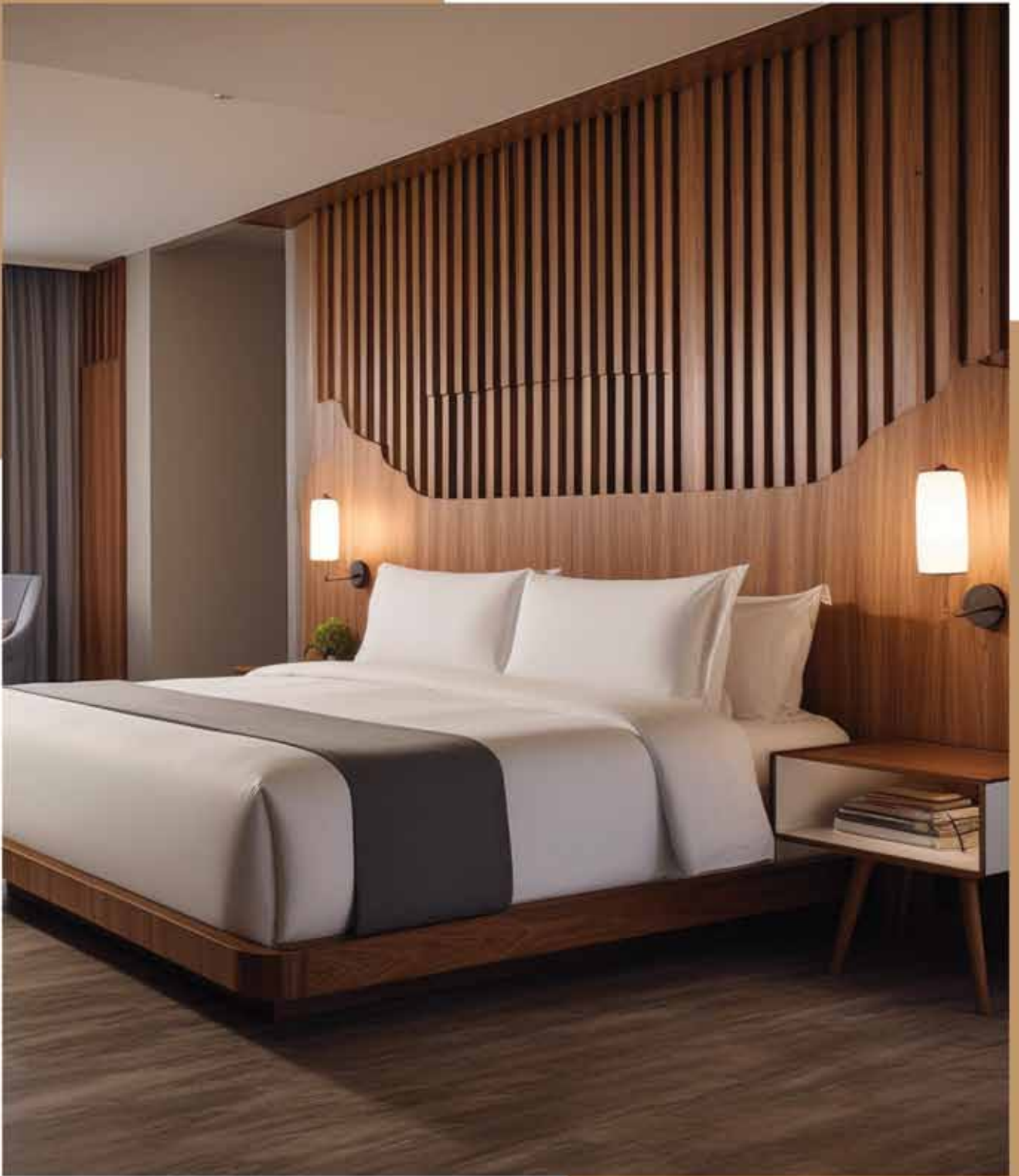
ITC Windsor has appointed Ritesh Arora as the new Food & Beverage (F&B) Manager. In his new role, Ritesh will oversee all food and beverage operations, and drive innovative service standards to delight guests. His journey in the hospitality industry began in 2011 as a Food & Beverage Associate at ITC Rajputana, Jaipur. He spent 9 years at The Leela Palace, Bengaluru, honing his skills across various roles, with his last position being Assistant Food & Beverage Manager before joining ITC Windsor. His diverse skill set includes expertise in beverage portfolio management, fine dining operations, private dining, team engagement, and guest satisfaction.



**Sujit Kumar Giri**  
F&B Manager  
Bengaluru Marriott Hotel  
Whitefield

Bengaluru Marriott Hotel Whitefield has appointed Sujit Kumar Giri as the new Food and Beverage Manager. With over 15 years of experience in the hospitality realm, Sujit brings an exceptional blend of operational expertise, strategic vision and leadership to his new role. His previous tenure at Bengaluru Marriott Hotel Whitefield was marked by innovation in service delivery, meticulous banquet planning and a steadfast focus on enhancing guest satisfaction. In his new role here, Sujit will head the F&B operations, curate innovative dining experiences, and implement industry-leading standards to elevate the hotel's culinary offerings. ♦





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