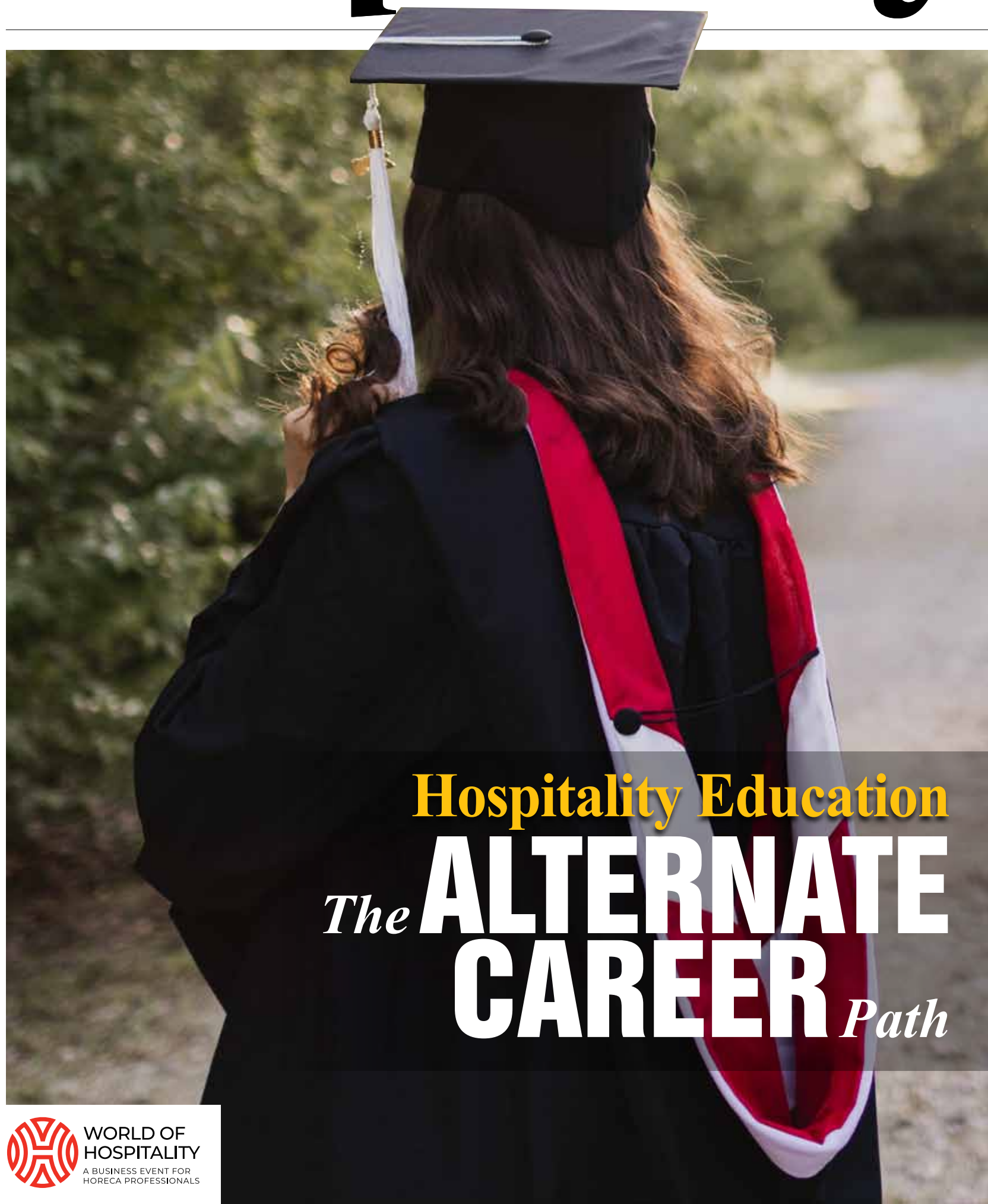


AUGUST 2021

WORLD OF hospitality



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Learning and Unlearning



Steena Joy
Editor
WOH News
steena@worldofhospitality.in

Covid-19 has taught us a lot of things. One important lesson: To unlearn what we have learnt so far. Because, the pandemic has not only necessitated changes to the way corporates, including hospitality companies, operate and compete, but has also compelled educational institutes that supply them with human resources to rework the theoretical concepts on which their courses are built.

As Dr Juan Francisco Perellon, Chief Academic Officer, EHL Group, says, the Covid-19 crisis has accelerated the need for lifelong learning possibilities to enable the constant skilling and reskilling of employees, so institutes should ensure learners receive a step-up in their careers and remain ahead of the curve.

Many of the education industry leaders we spoke to for our Cover Story reiterated that today, hospitality graduates are also turning into very successful entrepreneurs, which speaks volumes of the diverse areas that hospitality programs are enabling its learners to be. Dennie Mathews, Chief Managing Officer - South & South East Asia, American Hotel & Lodging Educational Institute (AHLEI) and National Restaurant Association, USA puts it succinctly, "There really are no boundaries to areas a hospitality graduate can work in."

Another crucial area which Covid-19 has reshaped is hospitality design. We spoke to three interior designers to get their insights on reorganising spaces in a post-pandemic world to meet contactless pre-requisites.

Ironically, thanks to Covid-19, food safety has gained the importance it deserves. As takeaway FBOs, QSRs and cloud kitchens continue to serve people stuck indoors or working remotely, packaging will play a key role in how their food reaches the consumer hygienically and safely. Don't forget to register for our Webinar on Role of Packaging in Food Safety on September 7, 2021, in association with Hindalco Freshwrapp.

Stay Safe.

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Dr Chef Soundararajan: Tribute to a Culinary Champion

OBITUARY



■ Dr Chef Soundararajan

As a Mentor Chef throughout his life, Dr Chef Soundararajan Palaniappan couldn't have chosen a more auspicious day to join with his divine Lord. On Guru Purnima, this culinary champion quietly made his earthly exit, doing what he loved best, sharing his immense knowledge of the culinary world at a culinary Webinar.

Dr Chef Soundararajan was a true Guru in all its sense, selflessly working towards the greater good of all Chefs across the world, inspiring every person he chose to interact with, giving of himself in all ways possible and sharing all that he learnt and continued to learn, holding the Indian culinary fraternity together body & soul.

Dr Chef Soundararajan P, General Secretary-

IFCA (Indian Federation of Culinary Associations) & Mahindra Holidays Corporate Executive was awarded the Honoris Causa (the Degree of Doctor of Literature) for his extraordinary contribution towards Hospitality and Culinary Industry was presented by His Excellency Honourable Dr. A.P.J. Abdul Kalam, former President of India, on December 14, 2011. He is the first Chef in India to receive a Doctorate.

Chef Soundararajan who has served as a member of the WACS education committee, has also received the Golden Hat Award (2004) and SICA Golden Star Chef Award (2008) from the South India Culinary Association for two decades of continuous contribution to the profession.

In 2016, WORLDCHEFS

(World Association of Chefs Societies - WORLDCHEFS) announced that Dr Chef Soundararajan P will receive an Honorary Life Membership into the organisation.

An alumnus of Institute of Hotel Management, India, he has Certification in World Cuisine from the Culinary Institute of America, New York and a fellowship from St. Nicholas University, Louisiana. He was Nominated to represent India as a member of WORLDCHEFS Education Committee.

As a founder of the South India Culinary Association, and founder general secretary of IFCA and the Chefs Guild of India, he has pioneered in organising several national level culinary competitions, seminars, and workshops for chefs in India.

He played a major role in organising IFCA's International Chefs Conference biennially in the country to promote WORLDCHEFS and IFCA. The culinary congress serves as an amazing platform to unit chefs from across the country. As the event saw 8 successful editions, it has become a hallmark tradition among chefs and culinary professionals of India.

A true humanitarian, Dr. Chef Soundararajan has spearheaded many charity based events; he believed in inspiring and educating everyone that he met about the profession as a whole and its intense connection with humanity.

In his passing away, the culinary world has lost not just a mentor but also a wonderful human being.

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■ Ashwani Madan

Since last year, the scope of F&B business, especially restaurant chains and standalones has shifted significantly towards the delivery model. This led to a rise of almost twice the demand for Freshwrapp, informed Ashwani Madan, Joint President, Head - B2C Business, Hindalco Industries Limited. While speaking to WOH News, he said, "Freshwrapp is the foremost food packaging option for the simple fact that it is certified by Bureau of Indian Standard (BIS). There are certain parameters that are pertinent to make packaging truly usable for food packaging as per BIS (IS 15392:2003), and our product meets those

stringent demands with consistent quality checks, unlike many other foils available in the market. In fact, for this reason of consistent quality, our sales have doubled and QSRs have been key demand generators."



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The growth in demand for Freshwrapp has been more on the container front as online food delivery market has boomed since the past

There are certain parameters that are pertinent to make packaging truly usable for food packaging as per BIS (IS 15392:2003), and our product meets those stringent demands with consistent quality checks, unlike many other foils available in the market

one year. "Therefore," Madan added, "for food moving from restaurants to homes, they have to travel in a BIS-compliant premium product to ensure that the freshness is retained with no chance of spoilage. Freshwrapp has been able

to bring that proposition for the restaurant industry and beyond." The brand is now quite optimistic to increase its offerings in the future based on feedback it has been receiving with demand rising consistently in the HoReCa segment.

Freshwrapp is organising a Webinar in association with **World of Hospitality** on 'The Role of Packaging in Food Safety' on September 7, 2021 from 4 to 5 pm. For registration click [here](#)



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The Covid-19 impact on education

Dennie Matthews | Chief Managing Officer - South & South East Asia
American Hotel & Lodging Educational Institute (AHLEI) and National Restaurant Association, USA



■ Dennie Matthews

Impact on a hands-on, skill emphasis body of study like hospitality has to be seen from the lens eye of the hospitality industry. Covid-19 has ravaged the industry, taken away livelihood of scores with no geographical favour globally with a total revenue hit of over US\$ 100 billion. This did not impact hospitality education as much in 2020 but we are seeing a far more serious impact this year and with second wave of the pandemic behind and a potential third wave ahead, uncertainty of overall admissions fuelled by parents questioning if hospitality is the right career choice seems to be the flavour of the current dispensation. Having said that, is this truly the end of hospitality education and the answer is a resounding NO. Hospitality industry is perhaps one of the few industries which is directly proportional to how economies perform therefore I am confident that once the virus power is controlled, economies will open and hospitality industry will rebound with a vengeance. Of course this in turn will bring in a big swing of approval for hospitality education once again.

Even though traditional hospitality education has been impacted on the converse there is also an uptick to hospitality professionals upskilling and earning professional certifications, so there is a huge upside on the education front on the short term, focussed certification areas. In fact last year at the peak of Covid, we at AHLEI offered 3 areas of career development and skill enhancement programs completely FREE at GM, Supervisor and General levels for the industry and we had several thousands of professionals who undertook the program and benefitted from it. So in short, traditional and long term hospitality education programs took a hit but

alternatives and short term credible certification programs had good success.

Hybrid models?

There are areas of academic pursuits which may move fully online going forward but I truly believe hospitality education will remain midway and adopt the hybrid model going forward. Yes, during the pandemic, institutions adopted fully online program delivery but hospitality being a very hands-on program it's only a matter of time before the blended mode of delivery will be adapted. It maybe premature to say but I see the only way a complete online delivery is possible is when AI / VR / Blockchain gets more traction and gets more affordable from acquisition to delivery. There are already tech companies working extensively in getting VR into education in a big way. Whatever be the tech improvement, as long as hospitality is all about the personal touch, I see the offline delivery aspect to be integral to hospitality education.

Alternate careers

Any corporation within the service industry will never find a more befitting professional than a hospitality graduate. This is an established fact and we do have so

many examples of hospitality grads in retail, healthcare, airline, tourism and even financial / non financial BPOs doing very successfully. One reason I believe is because of the resilience and ability to thrive even in high stress work environments with finesse, customer focus and maturity. Today I would say hospitality graduates are also turning into very successful entrepreneurs which speaks

Flexibility in a professional coupled with additional and continuous education program interventions would guarantee career path progression. Vocational learning unfortunately was always behind in India but with the recent thrust given to it, it is a good start but far from being effective yet. High quality of curriculum and blending in of real world work internship needs to



volumes of the diverse areas that hospitality programs are enabling its learners to be. There really are no boundaries to areas a hospitality graduate can work in.

Vocational and micro-learning is way forward

Vocational, specialised, bite-size, micro learning modules is the way forward. With the current education system becoming like a factory churning out graduates with similar knowledge and skill sets, the hiring of these grads has become an enormous task for businesses. It is skill emphasis differentiator programs which will make a difference going forward in the hiring process. Cross industry learning would be necessary. You may begin in a particular industry but it is almost certain you will never retire from the same one.

be brought in at the earliest for any improvement in the current situation. Skills also need to be transferable and qualifications portable for making a robust education system. The current working of NSQF is definitely a good start but we need a lot of grass root level evangelisation of the benefits of vocational education before this takes a true good hold of the overall education map in India.

Your advice to aspiring students

See the pandemic and current challenges as only a disruptor. Hospitality will bounce back. Spend the time in getting hold of quality short term certifications and prepare for the very near future when hiring will be back in full swing. Remember Benjamin Franklin's quote: "By failing to prepare, you are preparing to fail".



See the pandemic and current challenges as only a disruptor. Hospitality will bounce back. Spend the time in getting hold of quality short term certifications



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Half of EHL graduates pursue careers in allied industries

Dr Juan Francisco Perellon | Chief Academic Officer, EHL Group



■ Dr Juan Francisco Perellon

Dr Juan Francisco Perellon, Chief Academic Officer at EHL Group, holds a master's degree in Political Science from the University of Lausanne, and a PhD in Higher Education Policy from the Institute of Education, University of London. As of June 25, 2020, Dr Perellon joined the Board of Directors of EHL Swiss School of Tourism and Hospitality. In this exclusive interview with **Steena Joy**, he explains why other industries are actively recruiting EHL graduates.

How has Covid-19 impacted the hospitality education landscape?

In the midst of the pandemic last year, we welcomed the largest cohort of students **EHL Ecole hôtelière de Lausanne** has ever seen. I believe this is a sign that the hospitality industry has a bright future ahead and that people in times of crisis believe and massively invest in education and training. Currently at EHL, about half of our alumni work in the hospitality industry. While the other half work in sectors where the customer experience is key, such as luxury, insurance, banking, consulting, real estate, etc. Thanks to the transferable skills acquired during their studies at EHL, our graduates easily navigate from one industry to another and it is possible that right now some of our students decide to start their careers beyond the hospitality industry in the strict sense of the word.

The Covid-19 crisis has also accelerated the needs for lifelong learning possibilities to enable the constant skilling and reskilling of employees. In that context, we recently extended our training programs with shorter, more flexible courses on our 3 campuses,

based on blended learning which target concrete needs of professionals, ensuring learners receive a step-up in their careers and remain ahead of the curve.

Hybrid models, a mix of online and offline, will be the future of hospitality education. Your comments.

At EHL, we had been planning for a long time to move away from traditional training systems. The pandemic helped us accelerate this ongoing trend and formulate a bold strategy for the digitalisation of our program portfolio. A **“hybrid and flexible”**, teaching system, named **“HyFlex”** was implemented in all our Campuses. This system splits the classroom into two sets of students: one attends the course in the classroom, while the other follows the course on live from their home. On-site presence is organised in a rotation, so that all students have the same opportunities to experience life on campus. It offers organised flexibility for both on-campus and remote learning, with the chance to catch

up on anything missed by re-watching recorded classes online within 24 hours.

To that end, a new entity has been set up, called **“EHL Next”**, which aims at revolutionising the way we transfer knowledge and deliver education and ensure the perfect match between the industry's needs and potential employees' skills. Our ambition is to create “real virtual classes” that will be “as real as possible and as virtual as necessary.”

What alternate careers can hotel management students opt for?

The successful implementation of dynamic teaching systems such as HyFlex is what will lead the way to these new educational realities. Our graduates' attributes and values such as the ability to work within a multicultural team, be flexible and open-minded are assets in any type of sector. Also, throughout their hospitality management learning journey, they acquire hard skills such as finance analysis and project management as well as soft skills such as leadership, communication and team-building that are transferable to other industries.

About half of our graduates pursue their careers in industries beyond hospitality, like private banking, real estate management, consulting or luxury goods and experience, thus delivering service excellence to customers. Excellence is defined by the quality of human interactions one is able to develop, and it will be more so in the future. That explains why other industries are actively recruiting EHL graduates!

The India market potential for hotel management institutes including EHL?

These have been extremely difficult times for the hospitality industry, and India has been no exception. However, I am convinced that the hospitality, tourism and service industry as a whole will need ambitious

and passionate talents able to draw the contours of a sustainable and benevolent post-Covid world that is caring and respectful of humans and the environment. It is both a tragic and fascinating time for our industry and in order to reinvent itself the hospitality industry definitely needs the involvement of the younger generation.

At EHL we are convinced that the Indian hospitality industry has a very high potential. For many years now, we have been strongly connected with the Indian market. **Our consultancy branch, EHL Advisory Services**, has an office in Delhi and is actively supporting the hospitality and education industries locally. Also, two Indian hospitality schools are part of EHL Network of Certified Schools:

1. **Indian School of Hospitality**
2. **ISME - School of Management & Entrepreneurship**

These institutions have demonstrated a high level of commitment towards hospitality education and strong partnerships with their local industry. To remain compliant with the standards of the EHL Certification Scheme, we run periodic reviews, qualitative enhancements and faculty training and we constantly support them in their path towards excellence.

Your advice to aspiring students

Be bold and embrace your passion! Always trust your gut feeling and choose an education path that offers you the tools to succeed no matter what business or career aspirations you want to pursue. And do not forget that the successful leaders of tomorrow will be the ones equipped with a blend of hard and soft skills, the ability to learn and re-learn, and a distinctive sense of the common good.



In the midst of the pandemic last year, we welcomed the largest cohort of students **EHL Ecole hôtelière de Lausanne** has ever seen



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Many students are taking the path of entrepreneurship

Arun K Singh | Director, FHRAI IHM & former Principal, IHM Mumbai

It is one of the most difficult phases for the Hospitality industry and for Hospitality Education. When Covid-19 started in March 2020, everything was a chaos and we took some time to assess the situation and find a way out as till then all IHMs were imparting knowledge and skill through 100% offline classes.

The pandemic compelled us to quickly mould ourselves for online education. Our faculty members were keen to break the barrier and immediately trained themselves in Zoom/Google Meet, prepared matter for online classes and successfully organised online learning including skill components by demo. In the 2020-21 academic session, we were much better organised and unfortunately had to complete the full session in online mode only. This year too will be online. The real

sufferers are the students - attitude formation, skill and overall personality development as well as learning happens not only in classes but through peer group and extra curricular activities. If



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we are not able to open campuses now, then quality of Hospitality Management and Operational education will remain affected for years and it will be extremely difficult to take it back to the pre-Covid level.

Since present students are demotivated and there

are hardly any job offers; obviously this means bad publicity and it will definitely affect new enrolments. This situation is prevailing in every professional programme but we are confident that we will shortly be in a position to offer the best possible education to students.

The alternate career path

Alternate career options are many in the field of main or allied hospitality like Sales & Marketing including Digital Marketing, Revenue management, Human Resources, Travel & Tourism and above all path of entrepreneurship. No doubt it takes time, patience and funds to move ahead in entrepreneurship but reasonable number of students are opting for starting their own business, some may be just after college and others after a few years exposure. Opportunities are many - the

only requirement is determination, hard work and patience with the right attitude.

In this difficult time, students should develop the ability of self learning which is going to be with them throughout their life and is a must for future growth; they should follow their passion to ease out tension and disappointment and attain mental peace. Knowledge of one foreign and one regional language will be an asset. Knowledge of latest trends and technology will also be an important tool for success.

Role of government institutes

The initiative of the government to provide hospitality education in four aspects i.e. Hospitality Management, Hotel Operation, Hunar se Rozgar and time to time Skill Orientation of already employed persons, is commendable. Let me share this that India is probably the only country in the world where hospitality education was developed by the government to this extent and it is still providing land and capital support. Government institutes like IHMs will continue to work extensively in this field. A few private institutes have also established themselves very well and are serving the industry in hand with government institutes.

Federation of Hotels and Restaurant Associations of India (FHRAI) has taken a big initiative by establishing the FHRAI-Institute of Hospitality Management in Knowledge Park, Greater Noida, Uttar Pradesh. Set on a seven acre spacious piece of land with 160 seat Boy's Hostel and 60 seat Girl's Hostel, this initiative is a big leap in the right direction. FHRAI-IHM is proposed to start a Bachelor's Degree in Hospitality Management and Hotel Operation Diploma Programme from the academic session 2021-22.



■ Arun K Singh

The Alternate Career Path



In this difficult time, students should develop the ability of self learning which is going to be with them throughout their life and is a must for future growth



Reimagining applied learning space

Simon Pawson (Ph.D) | Associate Professor, Associate Dean – Hospitality, Tourism, Events and Culinary, Torrens University, Australia



Simon Pawson (Ph.D)



It goes without saying that Covid-19 has impacted the hospitality education landscape significantly. Through this pandemic, the industry has seen a drastic shortage of skilled talent to meet demand. There has also been a surge in international students studying online in their home countries which is also impacting global employment trends in the industry.

It's crucial that hotel professionals are able to adapt at speed in an ever-changing landscape. As a result, Torrens University has seen an increasing appetite for short-form, on-demand courses that have emerged as critical tools to facilitate flexible upskilling.

There's a new frontier emerging in hospitality education. Gone are the days where the traditional model is king. Educators must embrace technology and flexible study modalities to help build our future leaders. At Blue Mountains International

Hotel Management School (BMIHMS), we've reimagined our applied learning space, creating a cutting-edge virtual reality experience.

The immediate current challenge concerning careers and hospitality is simply the uncertainty as to the longevity of the health pandemic and associated restrictions. Nobody can accurately predict a return to normal date. This situation is acting as a deterrent for those considering commencing or changing their careers to hospitality.

Adapting to different worlds

Today, flexibility is the key. With the rapid rate at which the industry changes,



Our courses not only train students to a five-star standard in the hotel industry, they also empower them with a multitude of transferable skills for a career anywhere



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students must be afforded flexible learning options that bring together on-demand online learning, with hands-on practical learning.

So there has to be a balance of both offline and online approach toward hospitality education. This is why we've been thrilled to work on our virtual reality experience, an innovative collision of both online and offline worlds. This technology allows students to practice their skills from anywhere in the world,

removing the limitations of borders, restrictions, and time zones.

Scope ahead

Our courses not only train students to a five-star standard in the hotel industry, they also empower them with a multitude of transferable skills for a career anywhere. We train students in the fundamentals of marketing, finance, operations, events and more.

Many of our illustrious alumni have progressed into

a variety of fulfilling roles within the industry. The industry provides incredibly rewarding careers for those who are seeking a role that offers a multitude of opportunities, the ability to learn, the possibilities to grow and develop, local and international postings, working in glamorous and inspirational environments, and a lot of fun.

With vaccination plans being implemented in countries around the world, travel has already started to open up. In India, hotel occupancy was down to 30%; it has bounced back to 50%, with hotels in metro cities doing up to 70-80% occupancy - room rates have started going up again as well. Students who are looking to pursue a career in hospitality should definitely be optimistic. The industry is always evolving and expanding: with the focus now shifting to sustainability, domestic tourism and the rising use of technology & data science, hotel management programmes around the world

are increasingly expanding their curriculum beyond the traditional teachings to adequately equip their students to be truly job-ready.

Career scope in hospitality

The hospitality industry remains a vibrant, exciting career path that can take you anywhere in the world. Nothing will replace world-class education and passionate spirit. Once the health pandemic passes, we are likely



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to see a substantive global demand for tourism experiences. We are convinced the hotel sector worldwide will experience a dramatic increase in business, and there is no time like the present to prepare for a career in the industry.



Today, flexibility is the key. With the rapid rate at which the industry changes, students must be afforded flexible learning options

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We build professionals for tomorrow

D.K. Singh | Founder President, Heritage Institute of Hotel and Tourism, Agra



■ D.K. Singh

Heritage Institute of Hotel and Tourism, HIHT Agra, is a premier institute in the field of hospitality education. Today, we are the brand which does not require any introduction in the hospitality world as we train world-class hospitality professionals who are working successfully working worldwide. It is a pioneering and path-breaking organisation in many ways and has witnessed significant successes. When I laid the foundation of HIHT in 2006, I had a dream in my mind, and over the years, the dream has taken shape in terms of numbers; I am happy to share that about 16,000 students have already studied at HIHT since 2006 and the numbers are still growing.

The outbreak of Covid-19 pandemic affected all segments of our society. While it has paralysed common life in many ways, we all are trying to regain the lost momentum. Along with other sectors, the framework of hospitality education sector has been disturbed in such a manner that it is still toiling hard to recover and act normally.

Hospitality education during pandemic

Hospitality education has also been suffered a lot during the pandemic due to restrictions of students studying from home by attending online classes, which is little bit uncomfortable in comparison to the set patterns and defined hotel management course curriculum. As hospitality education is one of the professional courses and requires face-to-face training and elaborate practical classes, it becomes challenging in the current situation; however, institutions are trying their best to provide best possible teaching facilities through online mode. At times when the hospitality industry is facing global challenges, education plays a key role in providing graduates with the necessary knowledge and skills to rebuild the future.

Adapting to the changing scenario

For the hospitality education sector, the global pandemic has been a turning point and a great opportunity to innovate, transform

and embrace digitalisation. Educational institutions have been adopting remote learning or online teaching approach as model. These solutions allow students to avoid challenges caused by the circumstances such as



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travel restrictions and physical contacts. When providing remote learning, it is critical to ensure that students have a sense of belonging and the right support from the institution. In this scenario, HIHT is continuously adopting innovative education approaches to provide regular online classes with career support including career counseling, online interview techniques, career workshops and access to career

opportunities. Apart from, it HIHT is regularly organising 'Hospitality Talk Show' for the students with the top personnel of the industries to make the students aware and familiar with the working pattern of industry and its demands and trends. It also helps students to learn something better from the vast experiences of the guests in the show.

Hospitality education is popular

Hospitality education is very popular among youngsters nowadays, as it is a great starting point for every young person because it teaches them the skills of guest services

and teamwork which is the basis of nearly every role they are ever going to perform. These skills will carry them throughout life, can open up many opportunities and make them better rounded individuals. Furthermore, the demand for hospitality jobs will never run out as long as there are people and food. Hospitality is one of the most stable industries today and provides lasting and solid career opportunities.

We are growing

At HIHT, we focus on overall promotion of students as it is very important to make them ready for the industry demands across and not restricted to only hotels. With the success of our present campuses at Agra and Shimla, where with the state-of-the-art infrastructure, modern and well-equipped practical labs, well stacked library, smart class rooms and innovative teaching skills by well experienced faculty members, we have already provided job opportunity to more than 15,000 students since 2006, and now we are all set to expand and establish new campuses not only in Pune, Kolkata and Bengaluru, but also in Dubai and Mauritius.



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Hospitality: Shadow of my personality

Anurag Katriar | Founder & Managing Director, Indigo Hospitality; President – National Restaurant Association of India



■ Anurag Katriar

Professional evolution is a never-ending process and most of it comes with your work, your interactions and the resultant learnings. What a formal education does to you is to create a great foundation for professional growth and that's precisely what hotel management did to me. It prepared me to enter the trade with the basic understanding and from thereon, it is more a case of exposure, opportunities and learnings. I personally believe that you need to have a good mentor and a desire to constantly upskill yourself to grow as a professional.

Emphasis on hospitality

There may be certain Covid-induced hardships that the hospitality sector is currently facing, but I reckon this is a temporary setback. However, for me hotel management is more about understanding hospitality and I firmly believe that there is a component of hospitality in every successful business. I therefore feel that a little extra emphasis on hospitality in the course construct will open up significant avenues for students of hotel management.

Most of the course content in hotel management has become quite dated and this is the time to make it more contemporary to changing contours of the trade. There has to be a larger interaction between the industry and the course-creators to do so. The hotel management college should become an interface between the industry and youngsters desirous of becoming a part of the industry. And, making it more well-rounded around



brush with professional education and I fell in love with it. I knew this is what I wanted to do in life. It taught me nuances of every aspect of hospitality, it taught me the basic tenets of guest relations, it taught me crisis management, it taught me how multiple small and large ingredients are combined to create magic on a plate, it taught me how to appreciate creativity without being judgmental, it taught me that learning is a never-ending pursuit, I learnt how to manage costs and perhaps most importantly, it taught me to how to

find joy looking at the happy faces of very happy diners.

Lastly, it also makes me a fairly decent host to people.

Hospitality brought me here

I currently own and operate a F&B business across various segments ranging from fine dining to QSR. More than the course content, I still find inspiration from several wisdom nuggets shared by my teachers at the college. Of course, the course does give me a great understanding of the trade; what inspires me is the challenge that younger ideas, newer business ideas and changing business environments pose to me every

day. It makes me think and doesn't allow me to sit idle. My management approach has been fairly simple; hire the people with right attitude and allow them to express themselves. It also helps me grow as a professional. Newer ideas keep you away from becoming jaded as a professional.

hospitality would ensure the sync the academia-industry needs to have.

My path to success

I wouldn't be exaggerating if I say that the foundation of whatever I have achieved in life was laid at the hotel management education of mine way back in 1989-1992. It was my first



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I wouldn't be exaggerating if I say that the foundation of whatever I have achieved in life was laid at the hotel management education of mine way back in 1989-1992

Hospitality skills are sought after in many industries

Sunil Mathur | Senior Asset Management Consultant, and former Hospitality Leader

In the times we are living in, hospitality education in India needs a major overhaul because it is not in tune with the changing times. Traditionally, education curriculum in hospitality management courses in India has been F&B-centric. Today, the rooms division, technology, digitisation, customer research, revenue management skills, social etiquette, energy conservation, financial management and several other areas have become important to conduct business. Therefore, curriculum requires to be refreshed in keeping up with the industry growth. We need to remember that, today, hospitality skills are sought after by hotels, F&B sector, offices, banks, retail sector and real estate companies among others. I also feel that industry-academia



interactions and productive engagements need a boost.

Educating rightly

Hospitality is a unique industry. As iterated earlier, hospitality people are welcomed in other sectors like real estate, retail, banking,

airlines and so on, and it is chiefly because of excellent attitude and customer centricity. That said, hotel management colleges enrol students based on marks attained in schools, and very few make sure of the right attitudinal strengths. That change is certainly required.

Gaining attitude toward life

A person's learnings become his future guidelines. For example, integrity and honesty are words used very often by aspirants and expected equally often by employers in interviews. Somehow, few dwell on how these manifest themselves in daily life. In my industry, we encourage our teams and all associates to develop qualities of dependability, reliability and trust. It shows beautifully when it is genuine. Guests like to come back to establishments and teams that offer these qualities. To me, that is real integrity of a workplace. Honesty is not only a reference to money - honesty of effort is what guests value more, and these have been my 'mantra' as a professional and as a person.

Hospitality learnings stay on...

Hotel management education and my extensive tenure in hospitality industry have had a strong influence in my life. In fact, I'll say four things have strongly shaped my life by hotel management education-

Discipline, especially to respect timings with exactness; there is no question of slack-in our industry we take timings seriously.

Attention to detail is another ingrained attitude now. In terms of quality or performance, I cannot accept less-than-the-best. I believe that is demanding; high standards of product and service are nothing to be afraid of, and constant training will help achieve the best results.

People skills, I feel, is ingrained among hospitality industry professionals who have a higher standard of relationships with others around them. Whether it is with guests or colleagues, we appeal to the human being inside them, and that has always succeeded.

Lastly, **Resourcefulness**, which this industry has taught me i.e., to not say 'No' easily, rather work hard to find solutions. We are talking about empathy and Innovation here.

I can, ofcourse, go on with many more learnings. The



■ Sunil Mathur

The Alternate Career Path



Today, the rooms division, technology, digitisation, customer research, revenue management skills, social etiquette, energy conservation, financial management and several other areas have become important to conduct business



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early start in this direction came from my family, but the hospitality education and the industry has surely sharpened these attitudes in me.



The way hotel management shaped my career

Sumedh Singh Mandla | CEO, VBev



■ Sumedh Singh Mandla

The alco-bev business is interesting and my journey to coming to the current scene has been a great journey. Although I am not working for a hotel per se, but my work helps me address hotels' needs and beyond. In simple terms, hospitality is my zone. In fact, my hotel management education had a great impact on shaping my alternative career beyond hotels. Besides a strong ingress into understanding the Food & Beverage industry, my hotel management program has taught me discipline, multi-tasking, dignity of labour, the importance of interpersonal skills and a strive to excel in stressful situations.

Current education perspective

In the present scenario, I believe, the syllabus of hotel management education is an evolved one where changes over the years have been included to offer a more all-round approach to the hospitality industry. It gives hospitality students

a stronger foundation on all facets of the hospitality industry so they can make an informed decision about what they would like to pursue. However, the syllabus is still theory based, and I do believe that the curriculum could be further amended to include practical aspect of business and deeper dive into the management principles that could help hotel management graduates to adjust to their future jobs more comfortably.

I feel, in today's dynamics, there is a fair scope to incorporate the following as a priority into hotel management programmes—understanding of best practices and trends in the Indian and international hospitality industry; the growing role and use of technology; strong focus on communication and presentation skills; and, principles of management and revenue management to develop students into young impactful managers.

Hotel management degree: Impact on my career path

Hotel management has had a strong impact on my personality. It has taught me



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self-discipline, compassion, eye for detail, patience and perseverance. It primed me for the gruelling long hours and how to multi-task in any circumstances. Every business strives on some of these key fundamentals. The hotel management programme laid a basic foundation for me to understand and manage the hospitality and alco-bev business.

I have spent over 25 wonderful years in the Food

and Beverage industry. My ingress in wines started while I was working with Marriott International in Australia. I got an opportunity to visit some of the key wine regions, which fuelled my interest and passion into wines. So after over 10 fruitful years in hotel industry and having worked with the Taj Group and Marriott International, I decided to take a plunge into the alco-bev industry.

I consider myself lucky that my work revolves around my passion. During the last 15 years in the alco-bev industry, I got an opportunity to lead various dynamic companies in both domestic as well as international business segments. The traits that I developed both knowingly and unknowingly during my exposure to the hospitality education as well as working in the hospitality industry became the backbone of my personality and management style. And, today the scope of having a career beyond hotels is a foregone conclusion with number of choices.



Hotel management has had a strong impact on my personality. It has taught me self-discipline, compassion, eye for detail, patience and perseverance





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Be open to change and learning

Dominic CostaBir | Director, HTI & Founder, CoLaBoRate App



■ Dominic CostaBir

Thanks to the pandemic, Hotel Management grads are staring at uncertainty. Hospitality companies have reneged or remained silent on 'Appointment Letters' issued, and experienced professionals are redundant. But the future is amazingly exciting and bright! I deal with many HM students. They are confident, hardworking, motivated, techno savvy and unafraid of the unknown. As a mentor, I would just find out where they intend to go and help them get there. My parents were that way - they always backed me up.

I graduated from IHM Mumbai (1990) with a 1st Class in Hotel Management plus a bronze medal each from two National Chef Contests. I opted out of a job in a Five Star to start my venture in Party Catering. My investment: Visiting Cards @ Rs 350 (all the money I had). I cooked in our 2-room home with household equipment and utensils. In the 1st year, I had just 6 orders totaling maybe Rs 10,000. To fill up

time and earn, I freelanced with three established caterers as their Banquet Manager; charging a healthy fee per day averaging about 4,000 - 5,000 a month.

I got a sub-contract with the famous Delhi Darbar Caterers, supplying salads and fruit decorations for their plate counters. This deal lasted about 10 years and I made a lot of money, plus the bonus was learning from the late JafferBhai Mansuri (owner) who was amazing and came up the hard way.

Freedom of flexibility

About a year into my career, Ms Purav, secretary of AMM, approached me to run their central kitchen that served tiffins to homes and offices. By now, I was enjoying the freedom and flexibility of freelancing, so while I assured her that her work would get done, I insisted on being a part-timer. Around the same time, a consultation project for VSNL's office canteen came up. Both AMM and VSNL went on for 11 years, paying

me a monthly retainer and regular increments. The bonus was Ms Purav - a tough, astute but hardly educated lady who became my mentor. In 2002, after 12 years, I quit all catering operations to start Hospitality Training Institute (HTI).



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During these first 12 years of my career, I also sold insurance in Dubai for 3 months. Consulted (3 months) for India's first floating restaurant. Launched my own restaurant - flopped it in 6 months; losses including my own investment, borrowings and interest totaled over Rs 5 lakh. Being an entrepreneur and freelancer

that simultaneously worked with multiple organisations, I learnt a lot more than if I'd worked for just one organisation. The exposure to different projects, work cultures, people and business models was amazing. I earned handsomely too and had I been better at financial planning (which I learnt later), I'd have had a lot more savings and investments.

Work hard, take risks

Today, with HTI, I continue to rake in experiences - domestic and international: Mauritius, Maldives, Saudi, Nepal, Sri Lanka, Philippines and UAE. At the peak of the pandemic, we at HTI risked building the CoLaBoRate App. This app gives freelance professionals and companies a platform through which they can connect and work together on a mutually beneficial hourly basis. Internationally, this system is called the Gig Economy. It's hugely popular abroad and is now picking up in India.

I've shared my story to encourage youngsters to follow their passion using any of the options - permanent employment, start your own enterprise or freelance (today referred to as gigs). Also, thanks to apps and social media, it is comparatively easier to do a combination of 2 (like I did) or all 3 in an organised manner.

Youngsters, you don't have any baggage of reputation, legacy or well-established career. Work hard, take risks, correct mistakes - move on. Learn from mentors and role models, but never aim to be exactly like them. To those with experience, don't let the fear of losing or changing keep you from exploring or taking risks. Be open to change and learning. You have nothing to lose compared to what you can gain - knowledge, experience, money and success.



Learn from mentors and role models, but never aim to be exactly like them. To those with experience, don't let the fear of losing or changing keep you from exploring or taking risks. You have nothing to lose compared to what you can gain - knowledge, experience, money and success



Passion for a subject builds a career

Yangdup Lama | Mixologist; Co-founder - Sidecar; and Cocktails & Dreams, Speakeasy

Having a great teacher is very important for each one of us. That also becomes one of the foundations of a great career. In this regard, my career has been an outcome of a lot of such teachings by my teachers, not restricted to mere subjects but also their influence as strong individuals. Their passion for the subject always remains the biggest inspiration for me and I have been able to apply the same in everything that I do. It has certainly given me positive results and made me a happy man, both professionally and personally.

In the perspective of current times, hotel management course acts like a foundation to enter into the hospitality trade and it is very much relevant to set up that strong base for any individual heading towards making a career in hospitality. From my personal journey, I can firmly say that hotel management education has given me the direction towards getting into the hospitality trade with a strong base and discipline. By the time I finished my three years in college, I was clear as to what I was heading towards; thus, this

education gave me a sense of direction.

Although mixology and bartending came in later, hotel management was instrumental in giving me the platform towards what I am today. In a way, I had the choice to be off hotel, yet be aligned to its essence. Hotel management teaches you to be tough and makes you believe in achieving 100% of whatever we aim to do/deliver. There is absolutely no space for playing a second fiddle to someone. In fact, practical exposure is very important. Currently, for hospitality businesses, there is no formula for good performance and all of this comes only with the right exposure; hence, institutes should lay more thrust on practical approaches.

Evolving professional excellence

Discipline is the key in any profession and hotel school has taught me so at every

step. Even with the technical knowhow that was incorporated into our lessons about various departments of hotels, the base was always discipline and clearly paved the way. In hotel schools, soft skills are the focus along with knowledge, and they surely go a long way positively impacting one's career if inculcated properly very early on.

Be honest in what you do

I am presently an entrepreneur, trainer and mentor. I have an old school foundation with a strong flexibility towards adapting to change. Discipline is something I hold key to my success and my strongest inspiration come from my mentors and the recognition that came along the way.

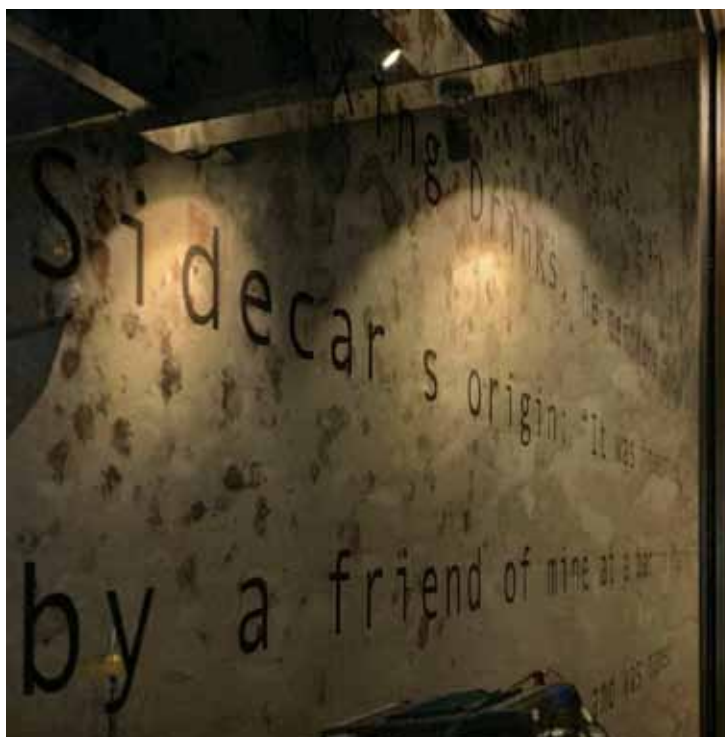
For me, training has always been key for the growth of any individual and we implement it very strongly in our establishment, both internally and externally. It

helps shape the future and gives significant amount of confidence to individuals.

As regards my working style, I am very particular about discipline and attitude



■ Yangdup Lama



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Learning to lead

Varun Behl | Co-founder and Managing Director, KCCO India



■ Varun Behl

Hotel management as an education stream offers a fantastic entry point into the careers of hospitality and tourism. Since the world today is powered by technology and truly it is without boundaries, there is no limit to career growth with plethora of choices existing today. Hotel management can be leveraged into various management fields such as food and beverage, supply chain management, food retail, hospitality services etc. Management studies can be further added as one advances in their career to look at entrepreneurship as a possible career route. Thus, hotel management degree can open up stellar careers in entrepreneurship, facilities management, hospitality allied services etc.

Gaining the sense of leadership

As my family has been into building a F&B brand for the last two decades, hospitality management emerged as the best career option for me. Later, my overseas career with Marriott helped me gain a global perspective on managing diverse teams, navigating cross cultural boundaries, and leading growth and revenue of a brand. Hotel management is a diverse subject and hospitality is one of the few industries where teamwork is paramount at all levels.

This unique education stream inculcated in me a strong sense of leadership;



it allowed me to tackle challenges head-on, become resourceful, listen proactively and motivate me always. Hotel management is also a great learning ground for building strong adherence to processes - it is a life skill, and when used effectively, problem-solving becomes easy.

My career in hotels and the subsequent role as a food and beverage entrepreneur has been an organic progression of my undergraduate studies. As a person, my professional experiences have helped shape my world view and business. My international career has honed my sales, marketing and focus on technology to build our food and beverage brand - Kebabs and Curries

Company (KCCO India).

KCCO operates a chain of QSRs, fine dining spaces, outdoor catering, etc., in Jaipur and a few select cities in India. I have applied my education lessons and professional experiences to good use to build its niche. The growth of my business using my insights and actions are the result of strong processes and team work, both part of hotel management learnings.

Learnings of a lifetime

Business is no longer what it was two years ago. Consumption patterns have changed and today, we are more digital than ever. Hotel management

studies should thus include a year of management studies as it will help students align themselves for a far reaching career path. Management studies will also help young students look at self-employment (entrepreneurship) from a young age. It helps build focus and determination, like nothing else.

Over the course of 17 years, I have evolved as a sea-

soned F&B and hospitality management professional. A decade of association with Marriott International in India and its global operations helped me shape my journey as a foodpreneur, as both food and entrepreneurship are my forte.

Life continues to be my biggest teacher and inspiration and my hospitality



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Over the course of 17 years, I have evolved as a sea-

training in thinking swiftly and acting decisively are my biggest strengths. As the world came to a halt last year because of the global pandemic, we took swift measures to develop our own food and beverage mobile application, scale our digital footprint, launch two brands - Rolls by KCCO and Biryani by KCCO and realign our business processes. A lot of this is because of my management education and life lessons, learnt along the way.

Education in the new realm

Sushil Rai | Operations Consultant, Spectra Hospitality

The phrase 'current times' holds a lot of weight in itself when it is asked to a hotelier. The current times makes it evident that the hospitality industry is the epicentre of the pandemic's repercussions. Of all the education gained by every individual in the hospitality industry, there are a set of chapters or modules dedicated to crisis management which everyone, to be honest, skims through as it's the least probable instance compared to let's say a chapter on 'how to greet a customer'.

Hospitality's new realm

Hospitality education, from a wider spectrum, is still considered as a secondary one. It's sad to see that several hospitality schools haven't evolved as expected. Let's face it, this pandemic has planted a seed in every individual to aspire for what

they need to be. It is important that they still be someone who can go to work and be among the ones required at the table in office—from finance to health to safety, from maintenance and so on.

Hospitality is all about hosting and beyond. Trust me, when I say that you are not expected to just greet and showcase a personality and a skill, but also have a deeper knowledge of all the departments functioning in the organisation, I am pointing out toward the larger picture. The higher education system has to ensure involvement and inclusion of individual business modules in order to pour out well-rounded individuals who will set an example of the next generation of professionals.

My learnings

Being from one of the first batches to clear the hospitality schools, I probably learnt

about perseverance, patience and discipline which I couldn't have achieved in any other education system. I've started my career journey from the bottom and gradually climbed up the hierarchy. Skills and talent are ever-evolving. But there are several other skills that my school trained me for.

For multi career options

I would really want the inclusion of all business models in courses today. We see on a daily basis the hiring of leading professionals from backgrounds of engineering, medical and so on, but none from hospitality. This needs to change. However, hospitality by default prepares students for an improved outlook to work within the industry and beyond. Yet, the young professionals should get the options to enter into a field of hospitality as a foremost option, rather

than a secondary one.

Hospitality schools are offering the courses to ensure that students are not limited to hospitality, and go beyond that; institutes should involve professionals from all aspects to be heading those individual courses to make the future even brighter.

Hospitality education helped me grow

I am associated with a couple of frontline consulting firms in the country. My approach towards my day-to-day work has been ever-evolving. I'd be lying if I say my working style has been same since the beginning. This is first and foremost a people's business. Hospitality education helps these aspects to grow with you. A customer comes first and listening to them is a key skill. It also teaches you to balance time and priorities very well.



■ Sushil Rai



Higher education system has to ensure involvement and inclusion of business modules

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Neeraj Chandhok | CEO & Founder, Building Block Customer Services



■ Neeraj Chandhok

Current times have been difficult not only for hotel management education scene, but also for the entire education fraternity, worldwide. To speak of hospitality education, certain aspects/subjects of hospitality education which involves skill development have suffered the most. Student's industrial training, part of curriculum, also got disrupted. That said many students, to avert difficulties, turned toward entrepreneurship from home and are dishing out delicacies.

Scope for hotel education

I feel there is a huge opportunity to create better engagement during the digital classes, ensuring students do not miss skill development. What I mean to say is that we continuously have to adapt, innovate and find engaging ways to connect with students to overcome the lack of physical classes. Adding a dash of occasional energising and motivational sessions will certainly keep their morale high.

Hospitality industry builds an individual in different ways; it all begins from the education, provided we stay committed and are open to learning continuously. It has certainly helped develop my global perspective. Being resourceful, having good communication skills and building trust help one move forward toward leadership roles, as the course guides students the importance of service through teamwork!

Role of institutions

Hospitality students have this rare blend of qualities namely excellent communication, presentation, confidence, anticipating customer needs, empathy for others, customer service and process focus, which make them a good fit for almost any service sector. It is time to take this course to the next level - where the entire service sector starts



looking at hospitality students to be their first choice. With fine tuning around the courses or short-term specialisation built within, each course can become a game changer for future.

Growth of a professional

Having been a part of hospitality and having worked in departments like Material Management, Cost Control, F&B Management, Training & Development, General Management and Project Development, apart from other leadership roles, my thinking has been shaped in a way that I can objectively dissect and analyse the root causes faster.



thinking and life style and I am no different. The curriculum of hotel management has taught me to maintain a growth mindset which is all about believing that intelligence and talent can be developed and are not fixed traits.

Explore and enjoy the journey

These days I wear many hats. While I am the Director of Building Block Customer Services LLP, which is a Hospitality Consulting & Training Company, I also enjoy playing different roles, which not only keep me energised but also helps me grow further. I enjoy writing books, consulting for hotels & restaurants, consulting for business management, turnaround strategy for food & beverage outlets, feasibility

studies, corporate trainings for hotels as well as service sector on customer service strategy, soft skills, team building & leadership. In addition, teaching at various hotel management institutes across the country is my most passionate assignment, as I am a guest faculty at IHM Pusa for M.Sc. in Hospitality Administration for the past 15 years, MBA in Culinary at Indian Culinary Institute and faculty at a few other Institutes.

To sum up my learnings, I would say it is important to stay in touch with education even after having passed out from IHM Pusa - which I have done; hence, my connect with hospitality education is deep rooted. I actively coach, mentor and interact with students across the country which also helps keep myself updated.



It is time to take this course to the next level - where the entire service sector starts looking at hospitality students to be their first choice



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I feel I am evolving as a professional and as a person and it is a never-ending journey; as they say - learning is a life-long process. One's profession, really makes a very big impact on one's

Artikel Inox: Transforming Indian kitchens

Girisha Ganiga and Srinivas Mohan | Partners, Artikel Inox

The world is experiencing unforeseen circumstances and undergoing unique changes in all aspects. Due to the evolving global scenario which has resulted in increased shipping costs and

optimising energy and resources. While hotels and restaurants have always been the major contributors to our business, Cloud Kitchens have been extremely popular in the last few months and also contributed to about



■ Girisha Ganiga



■ Srinivas Mohan



inflated raw material costs, Artikel Inox makes sure to emphasise on using 'Made in India' materials thus providing the customers with the best value for money without having to compromise on the quality.

Innovation and optimisation

We truly believe that design and efficiency both play equal roles in innovation; modern designs have to be convenient for the ease of operation without avoiding the focus towards

50% of our projects.

Artikel Inox is one of the very few companies in India which is managed by passionate engineering professionals and is equipped with latest technology for every manufacturing need. One of the key focus area for us has always been to deliver the best quality products within the committed timelines.

Experience is the key

Artikel Inox has recently moved to a new campus in Bengaluru, spread across 60,000 square feet, making it one of the largest commercial kitchen equipment manufacturing facilities.

We have plans to add select imported products to our portfolio which are essential to our customers and are currently working

on opening a state-of-the-art Experience Centre in the factory, which will add a unique touch to our establishment.

Offerings on the cards

Our very abled Research and Development team is dedicated to continuously work on improving our

range of products. We have some exciting new additions, especially designed for Indian needs, which are set to hit the market in next six

Artikel Inox has recently moved to a new campus in Bengaluru, spread across 60,000 square feet, making it one of the largest commercial kitchen equipment manufacturing facilities



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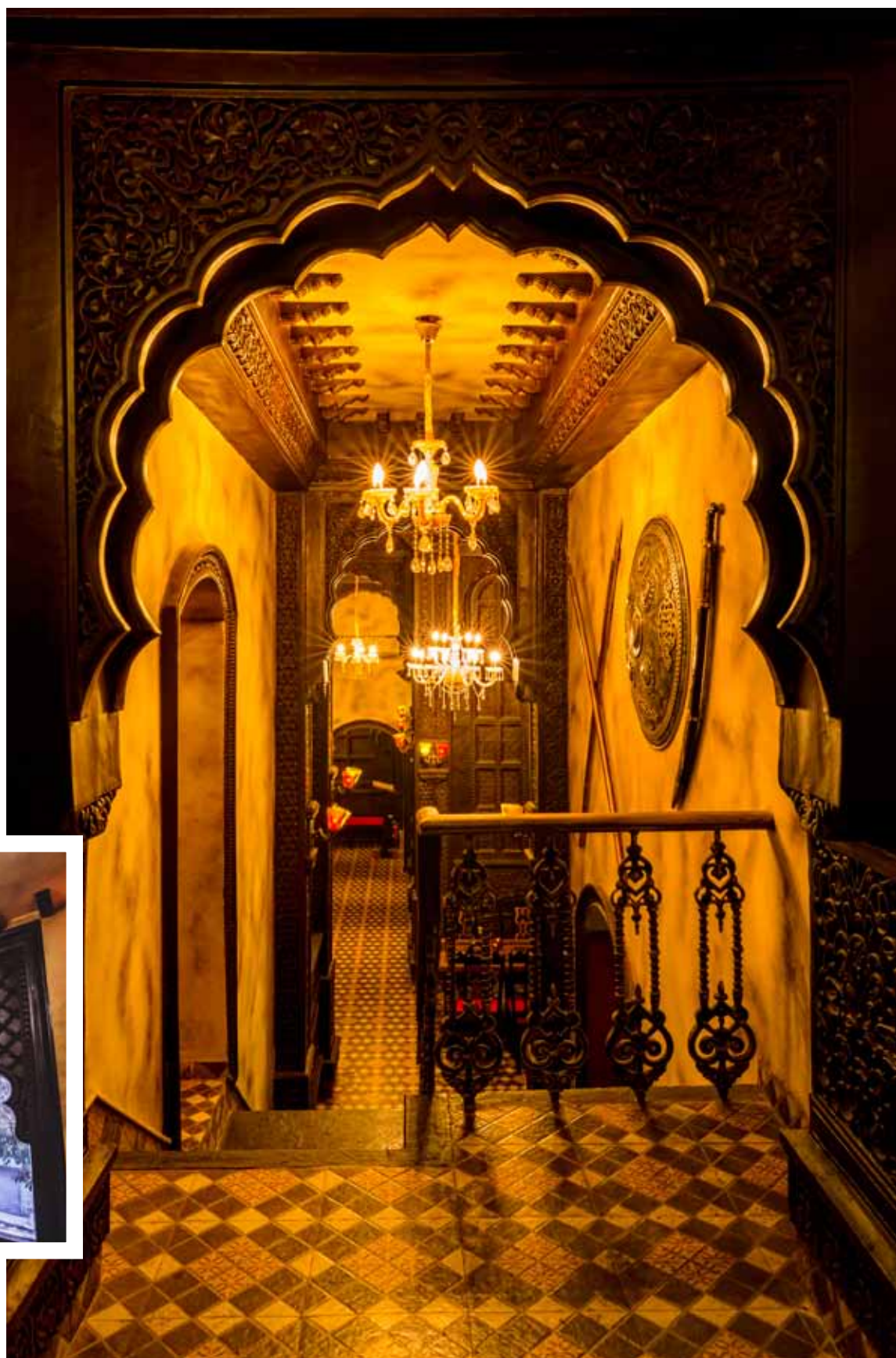
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months. As these products are currently imported from Europe and other parts of the world, once launched, our offerings will make a great impact on the overall project costs.

As the trends are ever evolving and the customers always need something new and improved, we, at Artikel Inox, are committed to make an impact through our designs and technology that are best suited to customers' needs and market conditions.

Platters from the past

Whoever has said 'Old is gold' has been proven right yet again by two brothers from Kolkata, **Shiladitya** and **Debaditya Chaudhury**, Joint Directors, Platter Hospitality. In an interview with **Suchitra Chanda**, they talk about their love for food and travel pushing them to create restaurants to set new benchmarks in Kolkata's food repertoire. The period restaurant 'Oudh 1590' and fine dine 'Chapter 2' extend their story of pure love for food, music and winning challenges amid the ongoing pandemic.



What made you both opt for Awadhi cuisine when local cuisine in Kolkata is extremely popular?

Despite the popularity of the local Bengali cuisine in Kolkata, the city loves

Mughlai cuisine, with biryani being the all-time favourite. The Kolkata biryani is famous for its delightful aroma, perfect blend of spices and most importantly the potato, which was introduced by Nawab Wajid Ali Shah - the deported Nawab from Awadh. However, despite their overwhelming love for biryani and chaap, Kolkata was hardly acquainted with the other varieties that the Awadhi cuisine had to offer such as Rann Biryani, Moti Biryani, Galawati

and Kakori Kababs, etc. The only exposure to Awadhi cuisine was to be found at select five star restaurants. To familiarise the nuances of

this much revered, royal cuisine, we brought Oudh 1590, arguably India's first period dining restaurant, serving delectable range

of non-vegetarian and vegetarian options.

What makes Oudh 1590 unique in Kolkata? How and where do you plan to expand Oudh 1590 in India?

Over the course of eight years, Oudh 1590 has become synonymous with Awadhi cuisine in Kolkata due to its authenticity and innovation. Our flagship restaurant is at Deshapriya

Chapter 2 reintroduces the bygone charm of Calcutta, wherein Park Street was regarded as a global party destination, famous for its exuberant nightlife and classic Continental cuisine, coupled with live music



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Parkthat provided food lovers their first encounter with the regal ambience of the bygone Nawabi era, transporting them to the authenticity of the Nawabi era. The fact that we have been successful in extending our presence across seven outlets in eight years stands testimony to the love and support that we have received. We intend to open the eighth outlet in the month of October this year, and come up with two more outlets in Kolkata by March 2022. Additionally, we also aspire to make Oudh 1590 a pan-India food chain by venturing out to the metro cities of Bengaluru and Hyderabad in between the second and third fiscal of 2022.

You had also launched

the fine dine restaurant 'Chapter 2' during the pandemic. Tell us about its genesis and the plans ahead.

In order to reintroduce the lost glory of the roaring 50s-90s of old world Calcutta, mostly Park Street, we launched the fine dining restaurant Chapter 2 in Southern Avenue of South Kolkata in the middle of 2020. Despite the pandemic raging on, we did not stall our launch plans and went ahead with it. Chapter 2 reintroduces the bygone charm of Calcutta, wherein Park Street was regarded as a global party destination, famous for its exuberant nightlife and classic continental cuisine, coupled with live music. The restaurant, thus, aims to recreate the

foodscape of a robust dining destination for the whole world. It celebrates the lost glory of Park Street, allowing the older generations to take a nostalgia trip, indulging in their favourite continental cuisine with retro blues and jazz being played live, and subsequently familiarises the present and younger generations to the taste they didn't know.

In the current scenario where the pandemic has forced several restaurants to take innovative measures to sustain the times, what strategies have you adopted for these two restaurants?

The pandemic has wreaked havoc across all sectors of the economy and the F&B industry has been no

exception. We are following a stringent sanitisation process across all our outlets, prioritising the safety of our customers and workers alike. The process of observing Covid protocols from entry

delectable biryanis. However, keeping the pandemic situation in mind we aim to focus more on the home deliveries and turn the festival into success mostly through online sales.

Despite the popularity of the local Bengali cuisine in Kolkata, the city loves Mughlai cuisine, with biryani being the all-time favourite. The Kolkata biryani is famous for its delightful aroma, perfect blend of spices and most importantly the potato, which was introduced by Nawab Wajid Ali Shah - the deported Nawab from Awadh

While offering great food to achieve success, which parameters have increasingly become critical with the changing market dynamics?

to exit and at all points in our outlets has further reinforced the trustworthiness of our brands. Further, we have undertaken a steady and effective vaccination program, realising the leap that home delivery services have taken during the pandemic. We have strengthened our delivery fleet ensuring effective sanitisation of bikes, at least twice on a daily basis. We have also witnessed a hike in sale through aggregators.

We are also coming up with the eighth edition of The Great Awadhi Biryani Festival, a festival which in one of a kind to explore

Given the ongoing pandemic, the masses have begun to prioritise their safety and wellbeing above everything else, and in this regard adherence to set Covid protocols at various stages of food production with frequent sanitisation of all outlets has gained paramount importance. Additionally, it is important to adapt and improve oneself with time passing by and providing hands on robust training to chefs is very significant. The successful functioning of any organisation depends upon the collective effort put together by a well capacitated team, and we make sure to hold regular seminars with our kitchen team to ensure authenticity and food hygiene.



■ (L-R) Shiladitya Chaudhury and Debaditya Chaudhury, Co Founders, Oudh 1590 & Chapter 2



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On-the-go snacks is an additional revenue stream

While snacking has always been an important piece of food and beverage option, the kinds of snacks guests are looking for has changed. Snack packs now find new scope in hotels. **Abhishek Tripathi**, Founder & CEO, HoReCa Global Network, spoke to **WOH News** about how grab-n-go opportunities have become a great additional stream of revenue for hotels

What kinds of products/solutions do you have specifically for the hospitality sector?

The snack scene at hotels is shifting- where once minibars were the only spot to fulfill your snack cravings, now guests are looking for other opportunities. Grab-n-go opportunities have become a great additional revenue stream for hotels that also keep guests happier from not having to pay mini-bar pricing. While snacking has always been an important piece of food and beverage option, the kinds of snacks guests are looking for has changed. It's no longer about a quick salty or sweet snack. Guests now want a variety of healthy snacks, especially if they are local



■ Abhishek Tripathi

and protein-based. Snacks are also being used as meal replacement option in the travel & leisure industry with guests being busy and on the go.

We have a wide range of products under the Tummy Yums brand, and we are also into the healthy chips segment. We have 40 SKUs in various categories like ragi chips, oats chips chia chips, jowar puff, quinoa puff and vacuumed fried sweet potato chips. We don't manufacture each and every product, but we do prefer contract manufacturing with our specification.

What are the new offerings in store for the next year?

India is known for snacking. In a market full of options to binge eat on, we wanted to introduce a healthy option. There was a potential gap for healthy, and tasty snacks. The educated and aware consumers of today invest a lot of time in carefully picking up what they want to consume. Hence, we are sure, TummyYums snacks, which is healthy



Guests now want a variety of healthy snacks, especially if they are local and protein-based. Snacks are also being used as a meal replacement in the travel & leisure industry with guests busy and on the go

as well tasty product, will interest a diverse and wide pool of consumers for healthy and anytime-anywhere snacking.

Makhana is one of the protein-rich products that comes under the category of Super Food category, and we have various flavours like Pudina, Cheese n Herbs, Peri-Peri and Himalayan Salt with elegant and easy to carry packaging.

How do you differ from competitors as far as the hospitality sector is concerned?

The product quality and packaging play a vital role. We, at Tummy Yums, have innovated a few products which are rarely available

in the market. We have flavours like Cheezopino the combination of cheese & jalapeno, while we have gone ahead for a packaging which is very handy and



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easy to binge on the go. More importantly, we procure the raw materials directly from farmers to maintain consistency and authenticity of our products.

Reorganising space in the post-Covid era

Steena Joy spoke to four leading interior design firms to find out their insights on the emerging hospitality design landscapes in a post-Covid world



Rashi Bothra & Ruchi Gehani

Founders - Azure Interiors

In the post-pandemic era, how are Hospitality interiors going to change?

Rashi: Hospitality is an industry where human interface is an essential part of the service, which in the post-pandemic era, has become suspect. So we need to create interiors that would reduce human contact and enable fresh air circulation, leading to safe environments. It is also important to optimise space so that sufficient number of tables can be accommodated while also maintaining required distancing, otherwise, it is not going to be profitable for the industry to run establishments.

What will be the challenges of adapting hospitality spaces to the New Normal?

Ruchi: For big and established hospitality companies, it may become easier to adapt to the new normal of creating seating with sufficient distancing since they are usually housed in large areas. But it may not be possible

for smaller hotels and restaurants to do that. Also, there is always the fear that the indoors are not safe when people from everywhere are congregating in an enclosed space. So these will be the challenges of adapting to the New Normal.

Your insights on choosing sustainable building materials for a Greener future?

Rashi: One good outcome of the pandemic has been the general awareness about the need for a sustainable lifestyle. So we believe more and more people will be open to using sustainable building materials. As designers, we have always tried to push green materials, but until the client realises the need for them, not much change can be achieved. This is the right time to embrace a sustainable lifestyle, and we will continue to promote materials that are locally sourced, and are renewable and recyclable.



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Sachin & Neha Gupta

Founders & Interior Designers,
Beyond Designs

In the post-pandemic era, how are Hospitality interiors going to change?

Sachin: In the post-pandemic era, there is no doubt an emphasis on hospital interiors that promise clean and hygienic standards and options for social distancing. But more than that, people are going to look for an emotional reassurance that the spaces are safe for them to step out and spend some time in. Open, airy and expansive environments that make them feel relaxed and comfortable are important. There is no room for closed-in and claustrophobic interiors. People will also seek hygienic and touch-free services. We will have to use surfaces that can be easily cleaned down like stones, tiles and metals. So, the hospitality industry will have to adapt its interior design to incorporate these changes. An emotional assurance of wellbeing comes from decorating the environment using natural materials and hand-crafted décor. They connect the customer to their natural environment imparting a sense of calm and serenity.

What will be the challenges of adapting hospitality spaces to the New Normal?

Neha: Weather conditions and real estate limitations in some cities may lead to challenges in creating airy and well-ventilated hospitality spaces. For example, in a city like Delhi, which sees six months of summer, air conditioning is a must, and open-air al fresco dining is not possible for most of the months. So we need to use innovative technology to our advantage to ensure better circulation of clean air within the space. In places like Mumbai, where space is of



premium, creating social distancing within compact areas may not be feasible. These will be some of the challenges as the hospitality sector adapts to the New Normal.

Your insights on choosing sustainable building materials for a Greener future?

Sachin: The current crisis has been an eye-opener and a warning to all of us to embrace a greener lifestyle. At Beyond Designs we rely on renewable natural materials that are recyclable or upcyclable multiple times, and employ age-old hand-crafting traditions to create our products. They bring a fresh and gentler vibe to the interiors and take you closer to nature, instilling sensitivity towards the eco system. So it is high time that we go for sustainable materials in building and designing.

Ajay Arya

Founder & Interior Designer, A Square Designs

In the post pandemic era, how are Hospitality interiors going to change?

The pandemic has not really changed the design ethos that a restaurant or any commercial space would like to establish. Even post pandemic, we are working on spaces to give them their own identity in terms of look. One does have to factor in the design format keeping in mind the pandemic. The idea is to maintain better social distance between guests.

Hence the number of heads in a restaurant is coming down.. however, the spaces are being designed in a way that changes could be made very

easily at a later date to increase the capacity once we have some control on this current situation.

It's also advisable to plan for much better ventilation and air purification with the air conditioning. Having some Natural lighting is also good. Kitchens are being made to foster hygiene and minimal contact or touch points:

- Tables would need to be spaced out a bit.
 - Temporary partitions work well, using acrylic.
 - Restaurants could increase some outdoor seating if they have additional space near the entrance or towards the patio.
 - Start a drive in the facility if possible.
- This trend has really picked up.

What will be the challenges of adapting hospitality spaces to the New Normal?

The biggest challenge is 'social distance!' Diners/Guests feel a bit satisfied once they feel that the tables at a restaurant are placed at a safe distance or have some sort of a divider. Also gives some privacy. If the Kitchen and services are logically well planned and placed, the social distancing protocol will only make things even better for the future. Hygiene will be at its best. It should become a basic 'hospitality' protocol.



Your insights on choosing sustainable building materials for a Greener future?

'Durability' & 'sustainability' are vital. Using the right material at the right place and for its correct purpose is the key. Efficient and effective use of materials is important. Of course it's important to watch out on how we can conserve our resources for a greener future. We need to be sensitive with our thought processes and select materials which do not add to our carbon footprint.



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Signature solutions for uniqueness

Customer prefer services when they are special and start associating a hotel/ restaurant with its different yet unique offerings. MurA offers product solutions that are distinct and with the uniqueness of working with only one manufacturer for a defined product area, thus offering exclusivity to hospitality brands

MurA, a German - Indian company that only markets premium European brands and products, predominantly made in Germany, to Indian hotels. The product portfolio includes hotel rooms products, hotel bathrooms and a comprehensive range for the HORECA sector. MurA stands for direct imports for the hospitality industry, quality assurance, prime pricing, supply direct from the manufacturer, professional service.

The operational and commercial headquarters of MurA are in Mumbai with a supervisory and advisory branch in Germany. For special inquiries outside the MurA product range, the German office takes care of the procurement. Further branch offices of the company are in Bengaluru, Jaipur and Kochi.

Experienced team

The founders of the company, Ralf Hellmuth Banaski and P.N. Patel, the executives and the local employees have decades of experience in national and international project business with focus on the hotel industry. This concentrated knowledge is the driving force of the company. MurA's strengths lie in the competence of its advice to meet the special wishes of its clientele. Another feature of MurA is the ingenious selection of its suppliers in order to be able to offer a comprehensive range tailored to the needs of its customers. MurA avoids overlapping ranges of its brands. Its rare characteristics is about having one manufacturer for a defined product area; the manufacturer does not offer any alternative cheap brands and, thus, MurA works exclusively with this manufacturer.



■ Ralf Hellmuth Banaski

The following brands are grouped under the MurA umbrella:

Bentley Hotel Supplies with its brands Bentley and Moor

A complete package of modern innovative hotel room facilities. Perfect service and a flexible customer focus are the main priority.

In addition, individual attention and the ability to offer a complete package of modern innovative room facilities are a must.

Decor Walther Interiors

For over four decades Décor Walther stands for quality bathroom furnishing such as lamps, mirrors, cosmetic mirrors and accessories.

Stern Outdoor Living

The product range spans a wide spectrum from light aluminum furniture to purist shapes in stainless steel, all the way to classical weaves and teakwood.

Seltmann Weiden Tableware

The porcelain produced by the group satisfies even the most exacting international demands in terms of design, function, resilience, and exclusivity. It is precisely these product characteristics

that can only be achieved at such high standards thanks to production in Germany.

Eisch Glassware

About 300 years of Glass Tradition 70 years EISCH Glassworks. Formed by a glass tradition that has been continued over many generations, Glashütte EISCH is currently run with that same passion by the third generation of the Eisch Family.

Mono Cutlery with its brands Mono, Pott and Seibel

The history of Mono began 125 years ago. Many Mono products have received several awards and belong to various collections in museums of modern and applied art. Mono has strived to develop products in collaboration with designers that do not follow fashions but outlast fashions.

Experience the ultimate sense of luxury

Aroma 24 X 7 is all about scent marketing. We assist you in making your brand even more successful by amplifying brand recall and making your customers happier. We can help you have a full customised scent experience for your brand.

Smell is one of the most important influences of the human brain. Of all the senses, the smell is the next big sensory feeling, right after sight. When it comes to brands and creating brands, the right scent creates an upsurge of brand equity in the minds of interacting individuals. A scent can be the single most prominent identifier



tifier of a brand. It can create immense brand recall and affinity.

This signature aromas are so unit and distinguished that the smell will linger in the minds of people who experience it. Our well-experienced scent specialists have created scents that are completely unique and highly exuberant.

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diffusion technology, and offer you the possibility for scent creation as per your need. We will find the right fragrance, which meets your profile and explore how scent can change your ambience and your business!

Shangri-La Group



■ Kapil Aggarwal

Shangri-La Group has made two key regional appointments covering the Middle East, India, Indian Ocean, Europe and the Americas (MEIA).

Kapil Aggarwal and **Choon Wah Wong** have both been promoted to Co-Heads of the MEIA region. Aggarwal will overlook operations in Turkey, the Middle East, India



■ Choon Wah Wong

and the Indian Ocean, while Wong will take responsibility for Europe and the Americas.

Prior to their latest appointments, Wong was Vice President of Investment & Asset Management and Aggarwal was Vice President of Investment & Asset Management as well as Deputy to the Executive Vice President of Operations for the MEIA region.

Hyatt Regency Lucknow

Yashi Mishra has joined Hyatt Regency Lucknow as Assistant Manager- Marketing. She belongs to the City of Nawabs, Lucknow and is an MBA graduate (Brand Communication) from Symbiosis International University, Bangalore. She is skilled in social media management with an overall experience of 4 years.

Yashi started her career with Decathlon sports India as Sports Leader. She has already worked with Hyatt Hotels Corporation being associated with Park Hyatt Hyderabad as Team Leader-Marketing & Public Relations.

She then moved to Smaaash Entertainment as South Marketing Manager. She is passionate about Sports & Wellness and is an International Yoga Instructor. Her last assignment before joining Hyatt was with Hilton Hotels as "Cluster Assistant Marcom".



Tamara Leisure Experiences



Tamara Leisure Experiences has announced the appointment of **Debopriyo Sen** as National Head of Sales for the group. Debopriyo has over 15+ years of expertise in sales, strategic planning, marketing and team management with leading hospitality brands like Taj, Starwood, Marriott and ITC Hotels.

Debopriyo's core responsibilities at Tamara Leisure Experiences will primarily include planning and implementing the group's sales strategy across its three brands ie. "Tamara Luxury Resorts", "O by Tamara" (the group's city centric business hotel brand) and "Lilac" (the mid segment hotel brand of the group).

Prior to joining the Tamara family, Debopriyo was associated with ITC Hotels as Head of Sales & Marketing for ITC Gardenia, Bengaluru for two and half years.

Raffles Udaipur

Raffles Udaipur, the brand's first hotel in India, has made two new appointments - **Abhishek Sharma** as general manager, and **Rajan Malhotra** as director of sales and marketing.

Abhishek has over two decades of outstanding experience in luxury hospitality, and joins Raffles Udaipur with over nine years of leading teams in the role of general manager, throughout luxury hotels and resorts, including The Oberoi Group in India and Soneva Fushi Resort in The Maldives.

A postgraduate diploma holder in business administration, Rajan brings along with him 18 years of experience in the hospitality industry. Rajan's rich body of work includes long, successful stints at Shangri-La Hotels & Resorts, Hyatt Services India Pvt. Ltd., The Zuri Group of Hotels & Resorts, Le Méridien Jaipur Resort & Spa, Taj Palace, New Delhi, and The Grand New Delhi.



■ Abhishek Sharma



■ Rajan Malhotra

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"The Role of Packaging in Food Safety"

SPEAKERS



Ms Dipika Chauhan
Deputy Commissioner
Food & Drug Control
Administration



Ashwin Bhadri - CEO
Equinox Labs Pvt. Ltd



Chef Dirham Haque
Executive Sous Chef
Four Seasons Hotel
Bangalore



Chef Sudhir Pai
Chef and F&B Consultant



Ashwani Madan - Head
B2C, Joint President
Hindalco Industries Ltd.

Moderator



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