

HRAWI *Now*

PRGI NO. DLNG/25/A2364

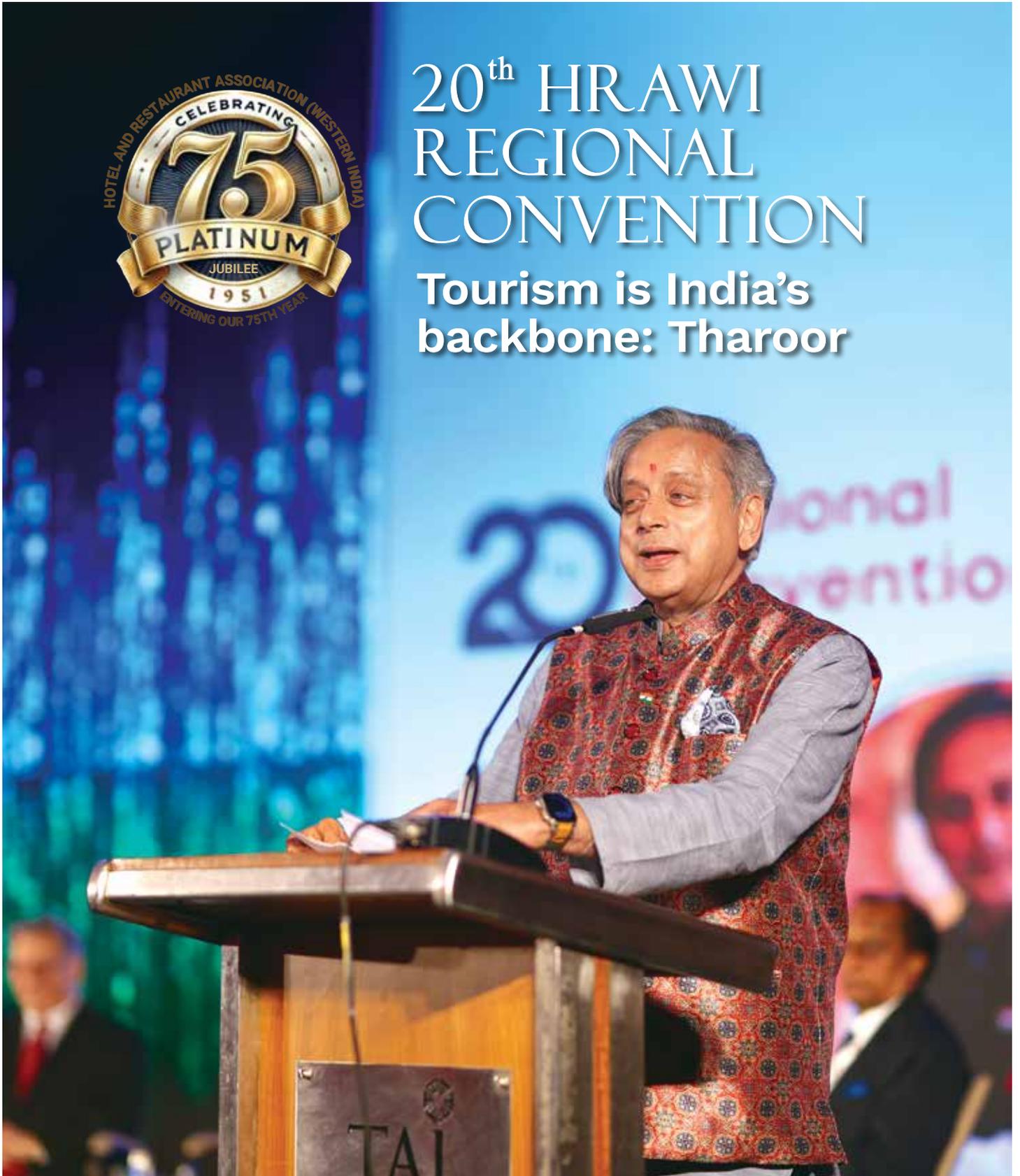
December 2025 – January 2026
VOL. 1 | ISSUE 3 | PAGES 36 | ₹20

OFFICIAL PUBLICATION OF THE HOTEL AND RESTAURANT ASSOCIATION (WESTERN INDIA)



20th HRAWI REGIONAL CONVENTION

Tourism is India's backbone: Tharoor



Energy in Excellence
CORNELL[®]
India's No.1 Food Service Equipment



Reliable.
Efficient.
Affordable.
Truly INDIAN.

82 96 22 33 77
reachus@cornellindia.in
www.cornellindia.in



Dear members,

As we welcome 2026, I extend my warmest festive greetings to each one of you. This season is not only a time of celebration, but also an opportunity to reflect on a year marked by resilience, adaptation, and steady progress. The past 12 months have once again reaffirmed the inherent strength and spirit of our industry. Despite macroeconomic shifts and operational challenges, hospitality has demonstrated remarkable tenacity. The continued surge in festive and leisure travel is a strong reminder of the central role our hotels play in shaping them. Throughout 2025, HRAWI has remained committed to strengthening representation, collaboration, and long-term policy advocacy for the sector. Alongside our sustained efforts on key issues such as infra status, GST rationalisation, and regulatory simplification, we have also taken steps to make the Association more inclusive and future-ready. Initiatives such as deeper collaboration with regional associations, and the introduction of the Hotel Chain Representation Board (HCRB), reflect our commitment to balanced representation ensuring that independent establishments and

leading hotel chains alike have a meaningful voice within HRAWI.

In this spirit of collaboration, I am pleased to share that a new association, the Lonavala-Khandala Hotels and Restaurants Association (LKHRA), has been formed and has come on board as one of the early adopters of HRAWI's Partner Association framework. This initiative is aimed at strengthening our fraternity at the grassroots level, while addressing the cost concerns of dual memberships. I am also happy to note that the Indore Hoteliers Association (IHA), one of the earliest hospitality associations in the country, has similarly come forward to become a Partner Association. Associations in Aurangabad and Mahabaleshwar are also actively working towards the same objective, reinforcing the unity of our sector. Capacity building continues to be a core focus area. As we move forward, greater emphasis will be placed on data protection, DPD Act awareness, and labour law understanding, enabling members to navigate the evolving regulatory, compliance, and digital landscape with confidence. That said, we remain conscious of the headwinds ahead. While recent reforms have provided partial relief, hospitality continues

to face structural challenges that impact competitiveness. Our engagement with policymakers will intensify in the coming months, especially as we look ahead to the Union Budget 2026-27. Rising operational costs, evolving dynamics with online aggregator platforms, compliance pressures, and the continued need for skilled manpower require sustained and collective attention. Equally important is preparing for the future. Conversations on technology adoption, AI, sustainability, and new business models are no longer optional; they are imperative. As an Association, HRAWI will continue to enable knowledge-sharing, collective advocacy, and platforms that help our members adapt, innovate, and grow responsibly.

As the festive season gives way to a new year, I extend my heartfelt thanks to our members and partners for their trust and participation. Seventy-five years ago, HRAWI was founded with a simple yet powerful purpose to give hospitality a united voice. Today, that voice is stronger, more credible, and more necessary than ever. Let us carry this momentum into 2026 with confidence, unity, and purpose.

Here is to a joyous and a transformative New Year.

Warm regards,

JIMMY SHAW, President, HRAWI



Eclipse[®] INTERNATIONAL

AMERICA'S BEST MATTRESSES SINCE 1905

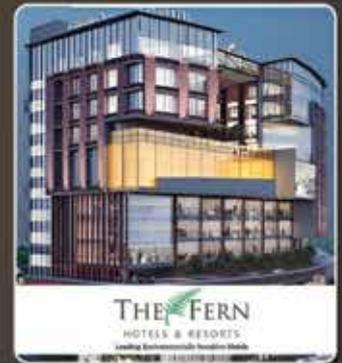
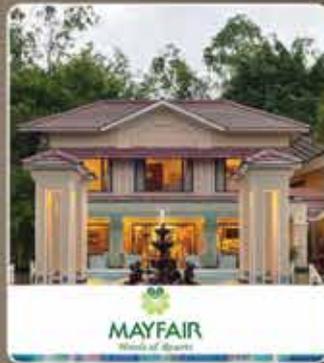
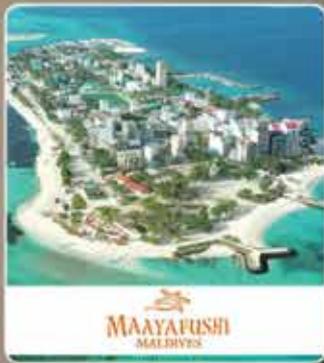
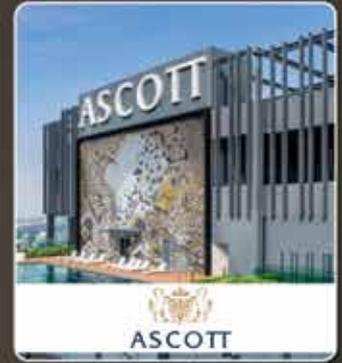
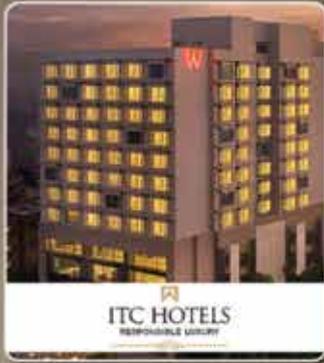
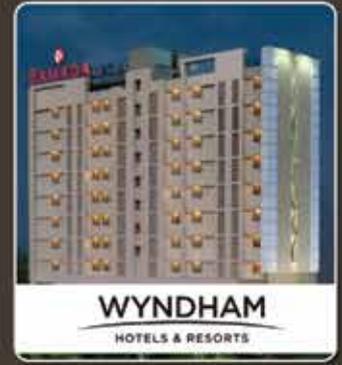
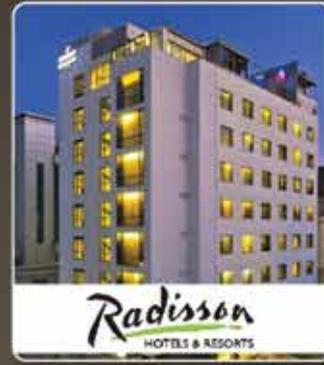
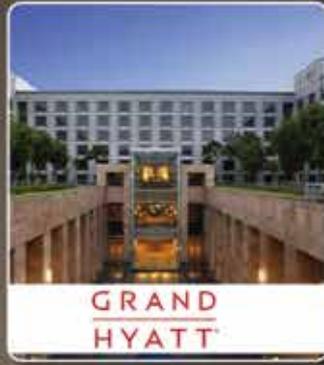
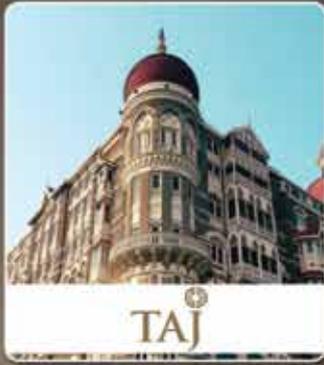


Powered By



www.eclipsemattress.in

Our Prestigious Clients



World's Largest Mattress Group

5 Continents | 62 Countries | 78 Licences

SUNIL DUTTA

+91 9899222559

sdutta@eclipsemattress.in



For More Enquiry

+91 -9253071677

sales@eclipsemattress.in

8 Reinforce India's image & infra

Stressing tourism's vital role in strengthening India's economy and soft power, Shashi Tharoor avers that the sector is pivotal to the nation's vision for Viksit Bharat 2047.



12 UDCPR to foster tourism growth

The Maharashtra govt's UDCPR amendment marks a strategic push to boost tourism-driven development by relaxing traditional land-use constraints.



Picture credit: Faisal Khatri



16

Balancing aesthetics & functionality

To stand out in crowded markets, thoughtful design serves as a powerful strategic differentiator – quietly supporting operations while enhancing the guest experience.

20 Bolstering digital responsibility

FHRAI, HRAWI host a "Knowledge Summit", educating hoteliers on cybersecurity compliance and digital personal data protection rules, future-proofing the industry.



33

Innovative F&B concept rooted in culture

Faisal Balwa says that Beiruna focuses on offering a medley of personalised services, thoughtful design, and authentic experiences rather than transactional gains.

Secretary General
Trupti Pawar

Editorial

Devika Jeet
devika@ddppl.com

Nisha Verma
nisha.verma@ddppl.com

Amita Pandey
amita.pandey@ddppl.com

Marketing & Sales

Delhi
Nikhil Jeet
nikhil.jeet@ddppl.com

Meetu Malhotra
meetu.malhotra@ddppl.com
+91 9650911399

Jaspreet Kaur
jaspreet.kaur@ddppl.com
+91 9650196532

Mumbai
Harshal Ashar
harshal@ddppl.com
+91 9619499167

Samantha Pereira
samantha.pereira@ddppl.com
+91 9987550769

Design
Nityanand Misra

Advertisement Designers
Nitin Kumar
Aditya Pratap Singh
Anil Khatri Chhetri

GM (Production)
Anil Kharbanda

Production Manager
Ramesh Gupta

Hotel And Restaurant Association (Western India)
4, Candy House, 1st Floor, Mandlik Road, Colaba, Mumbai - 400 001
Tel: 22024076 / 22831624 / 22819773, Fax: 22023515
E-mail: secgen@hrawi.com; asg@hrawi.com; pa@hrawi.com

HRAWI Now is printed and published by Devika Jeet on behalf of the Hotel and Restaurant Association (Western India) printed and published at 72, Todarmal Road, New Delhi - 110 001, editor **Devika Jeet**.

All information in the HRAWI Now is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however, caused. Similarly, opinions/ views expressed by third parties in abstract and/or in interviews are not necessarily shared by HRAWI Now or DDP Publications Pvt. Ltd. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright.

No part of HRAWI Now or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered.

The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.



Cocktail Station (Colour Coated)



Three Burner Bulk Range



Rice Boiler



Chinese Cooking Range with Blower



Tilting Pan Electric



Beverage and Pastry Display Counter



Pasta Boiler



Electric Teppanyaki with pan slide



Bar with undercounter drawer refrigerator



Six Burner Range



SS. Wall Guard with rubber gasket

- Consultants • Designers • Manufacturers • Suppliers
- Hotels • Restaurants • Corporate Cafeterias • QSR • Canteen



Ambica Sales & Services

A-3, S.J. D'Souza Compound, Next to Kamani Oil Mill, Chandivali Road, Mumbai - 400 072

• Telephone: 2847 1900 • Mobile: 9029943564 • Email: ambicatarunvg@yahoo.co.in • www.ambicasales.com



Addressing three 'I's of India

Acknowledging tourism as the backbone of any country, **Shashi Tharoor** says India needs to work on its image, infra, and immigration to boost the sector.



HRAWI Bureau

When noted author, **Shashi Tharoor**, Member of Parliament, took the stage at the 20th Hotel and Restaurant Association of Western India (HRAWI) Regional

Convention, he did more than deliver a keynote address. He offered a reflective narrative on tourism, hospitality, and India's civilisational promise. Speaking to an audience that represented the backbone of Western India's hospitality ecosystem, Tharoor placed the industry at the

very heart of India's economic, cultural, and moral aspirations.

Opening his address, Tharoor paid tribute to the HRAWI, acknowledging its legacy of more than seven decades as both the voice and the conscience of an industry that welcomes the world to our shores. In the association's work,



It (tourism) offers dignity through work and creates livelihoods in regions often bypassed by industrial development



he said, lives the timeless Indian philosophy of 'Atithi Devo Bhava', the belief that a guest is akin to God.

This idea, he stressed, goes beyond courteous service; it reflects India's enduring ethos of openness, empathy, and shared humanity.

True development

Challenging conventional notions of development focused solely on infrastructure, like highways and high-rises, Tharoor argued that true progress lies in how a nation treats those who serve and those who are served. In this

sense, tourism and hospitality, he said, are central to India's vision of Viksit Bharat 2047. He affirmed that tourism is an extraordinary generator of livelihoods. According to UN Tourism, every thousand dollars invested in tourism generates several times more employment than the same amount invested

in traditional industry. This is not merely a statistical curiosity as per Tharoor. This is because hospitality absorbs large numbers of low-skilled and semi-skilled workers across transport, food services, guiding, crafts, and informal trade.

He stressed, "In a country grappling with chronic underemployment and a vast informal workforce, investing in tourism is not just economically sound, it is socially imperative. It offers dignity through work, decentralises opportunity, and creates livelihoods in regions often bypassed by industrial development. Today it already sustains more than 46 million jobs in India. Nearly one in ten of our working people are in tourism and hospitality. By the end of 2025, that number is expected to climb over 48 million."

Building soft power

Beyond economics, tourism builds soft power. Every visitor who leaves India with a positive memory becomes an informal ambassador.

In this sense, hospitality professionals are custodians of India's global image. Yet, Tharoor did not shy away from pointing out the policy shortcomings. He pointed to anomalies within the GST framework, where the denial of input tax credit has paradoxically left the hospitality sector worse off at lower tax rates.

He committed to raising these concerns with the Finance Minister, stressing that industry





status must translate into tangible benefits if tourism is to serve as a pillar of national progress.

Building India

Tharoor framed India's tourism challenges through what he called the "three I's"— image, infrastructure, and immigration.

He said, "India still suffers from being trapped in an outdated picture frame, one painted in the colours of poverty, squalor, unsanitary conditions, and insecurity. Too often the world remembers India for what is wrong rather than for what is wondrous. One of the greatest disservices to our image and reputation for that matter, comes from the headlines cautioning young women against travelling alone in our country. We need more women police officers at our

If we want to welcome
the world and our own citizens
with open arms we must build
not just more hotels
but more kinds of hotels

tourist sites, visible safeguards to prevent harassment, and above all, the reassurance that laws will be upheld with firmness and fairness. Tourism begins with trust."

Highlighting the role of second 'I', which is infrastructure, Tharoor pointed out, "We can take justified pride in the gleaming international airports that now welcome visitors with an ambience worthy of any

global hub, including Mumbai. The rollout of new airports and the line-up of modern aircraft, today the Prime Minister is inaugurating the Navi Mumbai airport, all of this further reflects a nation confidently taking flight into the future but too often the sheen fades the moment one steps outside. Clean toilets at heritage sites are scarce. Roads to our hill stations and beaches remain pitted and potholed and transport connections to smaller yet spectacular destinations are woefully inadequate. How people travel — by air, road, or rail — shapes not only their first impressions but also their willingness to explore beyond the usual circuits."

The first impression for a tourist is too often not the grandeur of antiquity but the shortcomings in basic facilities. A civilisation celebrated for its splendours must ensure that every visitor encounters them with dignity.

And what about our hotels? India's tourism ambitions are soaring but our hotel infrastructure is still catching its breath. According to recent estimates, we face a staggering shortfall of over 200,000 hotel rooms. That is two lakh hotel rooms we still need in this country. That is not just a number, it is a missed opportunity. We need palaces for the pampered and pillows for the pilgrims, five-star marvels for the global elite but also budget inns for student travellers, homestays for the curious wanderers, and clean affordable lodgings for the family





on their first vacation. Tourism in India is not a one-size-fits-all affair, it is a kaleidoscope of journeys and if we want to welcome the world and our own citizens with open arms we must build not just more hotels but more kinds of hotels.”

The third ‘I’ – immigration, often shapes a traveller’s first and lasting impression. While e-visas have improved access, Tharoor noted that experiences at immigration counters can still feel unwelcoming. “One unfriendly interaction can undo the goodwill of an entire holiday,” he warned. If India aspires to global leadership in tourism, its

borders must reflect the warmth it proclaims. Looking outward, Tharoor urged India to learn from Asian neighbours. Bhutan’s high-value, low-impact tourism model, Thailand’s infrastructure-led success, and Singapore’s seamless visitor experience demonstrate what policy coherence can achieve. Despite its unparalleled cultural wealth, India earns a fraction of what these nations do from tourism and much of it comes from its diaspora.

Shifting the focus to how we market our image, Tharoor said, “We should not speak of one incredible India but of many

incredible Indias with an ‘S’. ‘Nature India’ for the trekker, ‘Spiritual India’ for the pilgrim, ‘Cultural India’ for the historian, ‘fun India’ for the holidaymaker. Each India distinct, yet altogether unmistakably Indian.

Indeed the genius of India lies precisely in a plurality and our marketing should celebrate that plurality rather than flatten it into a single poster. When travellers arrive in India they should be invited to choose their own chapter in our vast epic – whether it is tracing the footsteps of the Buddha, watching the sunrise over the Ganga, or losing themselves in the colours of Holi. Ours is not one story but a thousand stories, not one experience but a million experiences.”

As India continues to align its achievements with its aspirations, Tharoor stressed that the true measure of progress will not lie only in GDP charts or expressways but in whether India welcomes, delights, and inspires. Quoting Maya Angelou, he left the audience with a resonant truth: people may forget what you said or did, but they will never forget how you made them feel. “In hospitality, perhaps more than any other sector, that feeling is India’s most enduring legacy.” ◆



New UDCPR rules

open doors for hospitality expansion

The Maharashtra government's UDCPR amendment signals a decisive policy push to boost tourism-led development by easing land-use norms.



HRAWI Bureau

The Maharashtra Government's recent notification amending the Unified Development Control & Promotion Regulations (UDCPR) 2020, marks a significant regulatory shift aimed at unlocking tourism-led growth by easing long-standing planning and land-use constraints.

The notification, formally introduces Regulation 14.14, enabling additional Floor Space Index (FSI), revised premium rates for hospitality parks and structures, revised provisions for recreational floors, and mixed land use development across municipal corporation areas in the state, excluding the Brihanmumbai Municipal Corporation.

The regulation permits additional FSI ranging from up to 3 to 4.5, except in areas that come under agriculture zone or any other special zone

What has changed?

The amendments formally recognise any tourism activity defined under Tourism Policy of Maharashtra 2024 as a defined development activity, bringing hotels, resorts, homestays, and eco-tourism projects into a clearer regulatory framework. Earlier, tourism projects

often fell into ambiguous land-use categories, leading to delays and inconsistent interpretations by planning authorities. The core changes are as follows:

- **Increase in additional FSI limit**

At the core of the amendment is additional FSI for tourism units and hospitality parks, calibrated to road width and location. The regulation permits additional FSI ranging from up to 3 to 4.5, except in areas that come under agriculture zone or any other special zone declared by Urban Development Department.

- **Premium rates for FSI**

The clause 14.14.2 states that no premium will be charged for additional FSI/ToD/Ancillary FSI for area in Vidarbha, Marathawada,



Dhule, Nagpur, Ratnagiri, and Sindhudurg, no premium will be charged for additional FSI/ToD/Ancillary FSI. For other areas, additional FSI shall be permissible to all public and private hospitality parks by levying a premium at the rate of 50 per cent of prevailing premium rate. The developer will be allowed to pay the premium, development charges, ancillary charges, and other charges for the increased additional FSI for the tourism units/hospitality park in installments, which will ease cash flow pressure during construction phase.



• **Recreational developments**

A critical addition for the hospitality sector is the allowance of recreational floors in hotel buildings above 15 m in height. The height of such floor shall be up to 4.5 m and shall be open on all sides. Such floors can be used for recreational or activity-based purposes, including swimming pools, without being counted towards FSI in specific cases.

• **Mixed land use development**

Mixed land use development is allowed. However, incentives under this policy will be limited to area and assets developed, owned, and used

for tourism purpose only. The other non-tourism assets not having any incentives within the project such as villas, institutes, village/small scale industries, shall be disposable vide sale or long lease etc. to the discretion of the proponent.

Why it matters for tourism?

One of the most consequential changes is the flexibility in development controls for hospitality sector. Revised norms around built-up area and permissible support infrastructure such as staff accommodation, parking, internal roads, and utilities make projects more financially viable

The developer will be allowed to pay the premium and ancillary charges for the increased additional FSI in installments

and operationally sustainable. The amendments also provide a boost to small and alternative accommodation formats, including homestays, boutique hotels, and experiential tourism units. This aligns with changing traveller preferences. In case of MICE activities, these amendments are going to impact the space availability for large-format conventions and other tourism activities.

Impact on investment

By aligning planning regulations with the state's tourism policy, the UDCPR amendments reduce regulatory friction and approval timelines. Industry stakeholders expect this clarity to revive stalled projects and attract fresh private investment, particularly in underdeveloped and heritage-rich regions. Overall, the revised UDCPR signals a move towards enabling tourism infra. By lowering rate barriers and offering planning clarity, the amendments position tourism as a strategic tool for regional development and economic diversification. ♦



A lesson rooted in patience

Boman Irani believes that true success in hospitality is built patiently, with leaders deeply familiar with every detail of their operations.



HRAWI Bureau

At the 20th HRAWI Regional Convention, actor and philanthropist **Boman Irani** stood before an audience from the hospitality industry, a space where his own life had quietly taken shape, long before cinema found him. Addressing hoteliers and industry leaders, Irani reflected on a journey that had come full circle.

Long before the spotlight and cinematic acclaim, Irani was an 18-year-old navigating life with dyslexia and dyscalculia. Numbers baffled him, but his direction was clear: he wanted to work in hospitality. Encouraged by his grandmother's simple yet enduring advice to "associate with the best," he walked into the Taj Mahal Palace, Mumbai, dressed in

Each role, each floor, taught him the value of humility and perseverance. The ascent, from the basement to the rooftop, mirrored life itself

a white shirt, black trousers, and a bow tie, hoping for a chance.

His audacious request to work at Rendezvous — the hotel's legendary rooftop French restaurant, caught the attention of his interviewer, **Sam Bhadha**. What followed was not instant success, but a lesson that would stay with him for life: there are no shortcuts, no silver bullets; only hard work and patience. Irani's journey began far from the

glamour of the rooftop. He started in the basement, washing dishes and managing linen, before moving into room service. Each role, each floor, taught him the value of humility and perseverance. The ascent from the basement to the rooftop, he noted, mirrored life itself, progress earned step by step.

With trademark humour, Irani recounted his ongoing struggle with numbers, whether knocking on the wrong guestroom doors at the Taj or fumbling locker numbers on film sets with **Shah Rukh Khan**. Beneath the laughter lay a resonant truth: limitations do not define destiny.

Decades later, returning to the hospitality fold as an honoured guest, Irani's journey came full circle. As he celebrated the industry's stalwarts, he left the room with a timeless reminder that true success is built patiently, one floor at a time. ♦♦



Ensuring safer plates

with food safety training

HRAWI conducts a training session on food hygiene and manufacturing practices to help hospitality professionals improve their daily operations.



HRAWI Bureau

HRAWI conducted Food Safety and Standards Authority of India's (FSSAI) latest Food Safety Supervisor Training in Advance Catering (FoSTaC) at The Byke Delotel, Borivali in Mumbai. The programme, attended by 24 hospitality professionals, covered essential topics including food handling, hygiene, sanitation, and waste management. The training

programme was conducted by **Dr V Pasupathy**, Food Safety Consultant and Trainer, where participants gained practical insights to strengthen food safety measures within their establishments, reinforcing industry best practices.

The FoSTaC programme is aimed at creating a pool of certified Food Safety Supervisors (FSS), trained in good hygiene and manufacturing practices as per the Food Safety and Standards (Licensing and

HRAWI has successfully certified 3,695 hospitality professionals through its FoSTaC and FSSAI's Management Training Programme

Registration) Regulations, 2011. Its key objectives are to enhance the availability of skilled manpower in the food industry, promote self-compliance with FSS Act provisions, and inculcate a sustained culture of food safety across the country. By helping Food Business Operators (FBOs) understand and adhere to hygiene and sanitary requirements, the initiative drives behavioural change and promotes greater accountability.

HRAWI has successfully trained and certified 3,695 hospitality professionals through its FoSTaC and FSSAI's Management Training Programme. The association is committed to promoting a culture of food safety and equipping industry professionals with the knowledge and skills necessary to uphold the highest standards in their daily operations. ♦





Hotel design more than just décor?

As hotels vie for distinction in the market, design is quintessential in shaping experiences and forging emotional connections, but do experts agree?



HRAWI Bureau

In an increasingly competitive hospitality landscape, design has emerged as far more than an aesthetic choice; it has become a strategic differentiator.

From the moment a guest steps into a hotel, the built environment begins to narrate a story about the brand's ethos, service philosophy, sustainability commitment, and even its legacy.

At the 20th HRAWI Regional Convention, industry leaders

came together to deliberate on a crucial question: does design merely enhance a hotel's appeal, or does it actively influence its performance and profitability?

For **Rohit Khattar**, Founder Chairman, Old World Hospitality & EHV International, design is one of the three non-negotiable pillars of a successful hospitality experience, alongside food and service.

Drawing from his experience of working with globally acclaimed designers, Khattar highlighted how the right design can instantly elevate a guest's perception. "Half

the battle is won when a person walks in and experiences the space," he noted, adding that an impactful design often encourages guests to spend more, provided the service and cuisine live up to the promise.

While Khattar collaborates with international designers for marquee projects, he acknowledged that smaller formats often rely on local expertise but the importance of design remains undiminished.

Offering a contrasting yet complementary perspective, **Suhail Kannampilly**, Managing Director, Concept Hospitality,



An impactful design often encourages guests to spend more, provided the service and cuisine live up to the promise

advocated flexibility and openness in the design process. For him, the strength of Indian hospitality brands lies in their willingness to experiment and collaborate widely. “The more ideas that come in, the better,” he said, pointing out that local architects, especially in regions like Kerala and rural India, often deliver designs deeply rooted in sustainability and context.

Kannampilly emphasised that vernacular architecture using local materials, climate-responsive techniques, and indigenous aesthetics is increasingly redefining modern hospitality, often achieving sustainability benchmarks that large, global design firms may overlook.

Functionality, however, remains paramount for **Vikramjit Singh**, Founder & CMD, Alivaa Hotels, who operates primarily in the mid-market segment.

Singh was unequivocal in his stance that design must never become an operational burden. “If a design increases operating



costs or demands extra manpower to maintain, it simply does not make sense,” he asserted. For him, form must always follow function and design should enhance efficiency rather than compromise the bottom line. In cost-sensitive segments, Singh believes design should quietly support operations, not overshadow them.

Echoing the importance of local relevance, **Amruda Nair**, Founder

& Director, Araiya Hotels & Resorts Boutique Hotel Management, spoke about the advantages of collaborating with local architects and materials. Sharing an example from Himachal Pradesh, she explained how sourcing materials locally not only reduced logistical challenges but also ensured easier maintenance.

Araiya’s approach blends flexibility with structure, while local architects bring contextual creativity, the brand provides detailed design manuals, technical guidelines, and in-house expertise to ensure brand consistency. “Clarity through documentation and constant feedback makes a significant difference,” Nair observed.

Evidently, design is no longer a standalone creative exercise. Whether it is a luxury restaurant, a boutique resort, or a mid-market hotel, thoughtful design today must balance aesthetics, functionality, sustainability, and economics.

As hotels strive to stand out in crowded markets, design rooted in context and purpose may well be the silent force shaping guest experiences and long-term success. ♦





The myths & realities of health insurance

Myths surrounding health insurance can misguide you. Let's uncover the facts to ensure financial protection during unexpected medical emergencies.

Many people in India are confused about health insurance due to widespread myths and misconceptions.

Believing these myths can lead to poor decision-making and financial strain when medical emergencies arise. Let's debunk some of the most common myths and provide accurate information to help you make an informed choice.

Myth 1: I do not need health insurance because I am young and healthy

Fact: Even if you are young and fit, health insurance is essential. Unexpected accidents, viral infections, or sudden medical issues can happen to anyone. With rising healthcare costs, a

single hospital visit can create financial strain. Purchasing health insurance early also locks in lower premiums and ensures coverage for future health risks.

Data: According to a study by IRDAI, 40 per cent of claims in India come from individuals under the age of 40.

Myth 2: Employer-provided insurance is enough

Fact: Employer-provided health insurance is often basic and may not cover all your healthcare needs, especially in the case of critical illnesses or high-cost treatments. Additionally, coverage ends when you

leave the job, leaving you vulnerable during gaps in employment.

Data: Many employer plans offer coverage between ₹2 to ₹5 lakh, which might be insufficient for complex treatments that can exceed ₹10 lakh or in cases of recurring claims.

Myth 3: Pre-existing conditions are never covered

Fact: Pre-existing conditions are covered, but usually after a waiting period. The length of this waiting period varies between insurers, typically ranging from two to four years. Being

Many employer plans offer coverage between ₹2 to ₹5 lakh, which might be insufficient for complex treatments



upfront about your medical history ensures that you won't face claim rejection later.

Data: As per industry norms, most insurers in India cover pre-existing conditions after a two to four-year waiting period.

Myth 4: All policies cover everything

Fact: Not all health insurance policies are the same. Some have sub-limits, exclusions, and restrictions on specific treatments, room rent, or outpatient services. It is essential to read the fine print to understand what is and is not covered.

Tip: Always compare policies and choose one that fits your healthcare needs without hidden exclusions.

Myth 5: Health insurance is too expensive

Fact: Health insurance has become more affordable in India, with numerous plans catering to various income levels. You can find individual



plans that offer comprehensive coverage at reasonable rates. Additionally, premiums paid towards health insurance are eligible for tax deductions under Section 80D of the Income Tax Act.

Data: A basic health insurance plan for a young individual starts as low as ₹5,000 annually, and the amount paid can be deducted up to ₹25,000 under tax benefits.

Conclusion

Do not let myths deter you from securing proper health insurance. By understanding the facts and choosing a plan that suits your needs, you can ensure financial protection for you and your family in times of medical emergencies. ♦♦

(The author is Bhoomi Deherkar, Partner, Ketan Assurance)



Ministry of Tourism
Government of India
Western Regional Office



Travel for
LIFE



Dekho
Apna
Desh

Incredible India



FLY OVER THE WAVES

Glide over the waves of Goa's beaches

TOLL FREE 1800-11-1363
www.incredibleindia.gov.in

Indiatourism Mumbai

Connect with us!
Follow • Like • Share • Comment



@indiatourism, Mumbai



@indiatourism_mumbai



@indiatourismM

Indore Summit

puts digital data protection in focus

As regulatory oversight tightens under India's DPDP Rules 2025, HRAWI & FHRAI educate hoteliers on how to bridge the gap between policy and practice.



The Federation of Hotel & Restaurant Associations of India (FHRAI), in association with HRAWI and the Indore Hotel Association, organised a Knowledge Summit on Cybersecurity and Digital Personal Data Protection (DPDP) Rules, 2025 at Hotel Omni Residency, Indore.

“For several decades, FHRAI and HRAWI have led the way in shaping policies and practices for the tourism and hospitality sector.

The programme helped hotel operators understand how data protection has moved beyond legal obligation to an operational priority

For the hospitality industry, where guest data, digital transactions, and technology-driven services are integral, understanding the evolving

regulatory environment under the DPDP Act 2023 has become critically important. The Knowledge Summit marked another important milestone in that continuing effort to future-proof the industry and we are glad that the event witnessed good participation from members across the State,” said Jimmy Shaw, President, HRAWI.

The summit was attended by **Tulsiram Silawat**, Minister of Water Resources, Government of Madhya Pradesh, as Chief Guest, alongside senior industry representatives including **Surendra Kumar Jaiswal**,





President, FHRAI; **Jimmy Shaw**, President, HRAWI; **Garish Oberoi**, Hon Secretary, FHRAI; and **Sumit Suri**, President, Indore Hotel Association, reflecting coordinated engagement across national, regional and local levels. The programme served as a platform for knowledge exchange and capacity building,

helping hospitality operators understand how data protection has moved beyond legal obligation to become a strategic and operational priority for organisations handling large volumes of guest data.

The summit bridged the gap between regulation and practical implementation, empowering

stakeholders to navigate this new digital responsibility with clarity and confidence. At the end of the Summit, the dignitaries presented HRAWI Awards 2026 – Madhya Pradesh Hoteliers to recognise the contribution of hoteliers in accelerating the growth of hospitality sector in the region. ◆

JOIN AN EXCLUSIVE GROUP
OF PROPERTIES WORLDWIDE
THAT SET THE GLOBAL
BENCHMARK

THE WORLD'S GOLD STANDARD IN
HOTEL SUSTAINABILITY IS HERE

GSTC CERTIFICATION NOW IN INDIA

MORE GUESTS.
LOWER COSTS.
STRONGER BRAND.
SMARTER SUSTAINABILITY.

+91 9871003279

AUDITED BY QUALSTAR, CERTIFIED BY UCSL



United
Certification
Systems



QUALSTAR.CO.IN

Ministry of Tourism

to set up **convention bureaus**

The Union Ministry of Tourism plans to establish city-level convention promotion bureaus as independent, stakeholder-driven bodies from 2026, marking a major push to strengthen India's Meetings, Incentives, Conventions, and Exhibitions (MICE) ecosystem. **Suman Billa**, Additional Secretary and Director General, Union Ministry of Tourism, said that while Indian states are unlocking tourism potential in diverse ways, the moment has arrived to position India more prominently on the global MICE map. Emphasising the need for institutional reform, Billa noted that professionally managed City MICE bureaus will be the backbone of India's national MICE strategy. Designed as autonomous entities, these bureaus will deliver coordinated, world-class support expected by global events. Serving as a single-window facilitator for permissions, coordination, and local partner networking, the model aims to double India's share of the global MICE market within five years. Crucially, City MICE Bureaus will help de-risk market entry for global organisers by providing a verified ecosystem of trusted local partners.



Absence of **infra**

status creates funding hurdles for hotels: **FHRAI**

Speaking on how lack of infra status impacts hospitality sector, **Surendra Kumar Jaiswal**, President, FHRAI, said, "The absence of infrastructure status for the sector has constrained expansion, particularly for mid-scale and regionally focused hotel developers. Hospitality projects are inherently capital-intensive and operate with long gestation periods of 7-10 years, yet they continue to be financed under real estate lending norms. This results in higher borrowing costs, limited access to long-term capital, and tighter credit conditions, all of which weaken project viability. This financing mismatch has slowed hotel development in emerging destinations, pilgrimage circuits, and tier II and III cities, despite strong demand indicators, and has disabled the sector in adding quality capacity.

Double-Digit

RevPAR growth on the way: **Chalet Hotels**



Indian hospitality is heading into 2026 with strong visibility and sustained momentum across its core segments. **Dr Sanjay Sethi**, Managing Director and CEO, Chalet Hotels, said the industry's growth drivers are both clear and durable. Business travel has returned with greater depth and predictability, while domestic leisure travel continues to expand and mature. Simultaneously, MICE and weddings remain robust demand pillars, positioning the sector to sustain double-digit RevPAR growth in 2026. Sethi noted that what sets the current cycle apart is the marked improvement in the quality of demand. Longer average stays and stronger forward booking visibility are enabling asset-led hospitality platforms to plan more effectively, allowing hotel companies to shift towards more structured, value-driven growth models.



Marriott

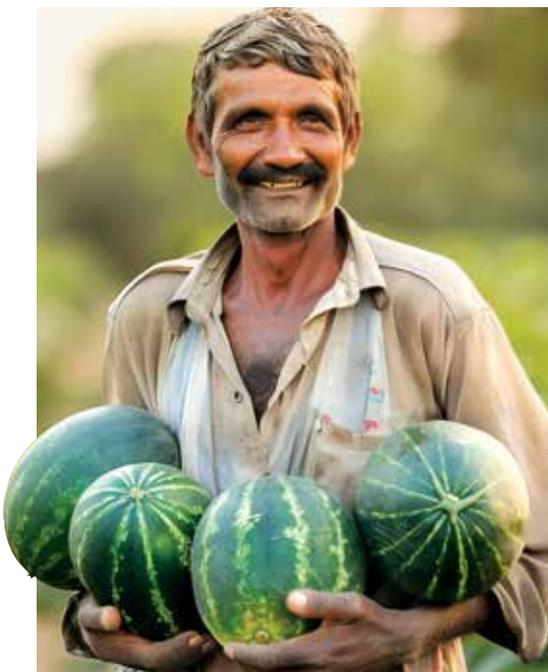
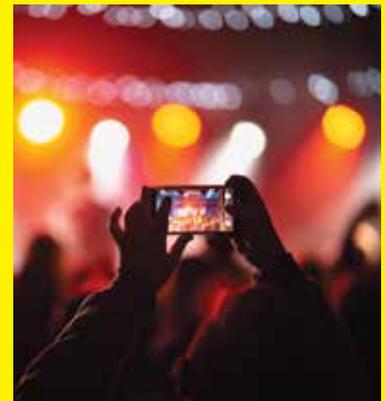
partners with **Fern**
to launch its Series brand

Marriott International has unveiled the global debut of Series by Marriott, a new collection brand, launching first in India through a strategic partnership with The Fern Hotels and Resorts. The collaboration marks a significant milestone in Marriott's expansion plans, with the initial phase adding more than 1,900 rooms across 26 hotels, deepening its footprint in key domestic markets. Targeted at the global domestic traveller, the brand emphasises comfortable accommodations rooted in the local culture of each destination. The openings will cover 23 cities, including Ahmedabad, Bengaluru, Jaipur, Pune, Rajkot, and Vadodara. Flagship properties include the 169-room The Fern Sardar Sarovar Resort, Ekta Nagar, alongside hill retreats in Mussoorie and Saputara.

62% of India's Gen Z

to travel for concerts in 2026: Airbnb

Music has quietly become one of the most powerful forces shaping travel choices among young Indians. Airbnb's Travel Insights reveal that in 2026, music is set to play an even bigger role in shaping travel behaviour, with 62 per cent of Gen Z planning trips around music festivals. More than one in three (36 per cent) start planning their trip as soon as they hear of an event. Unlike traditional travel patterns driven by seasonality, holidays, or long weekends, young travellers are prioritising experiences.



FPOs must work

closely with **hotels industry**

Devesh Chaturvedi, Secretary, Department of Agriculture & Farmers' Welfare, Government of India, said the government will actively promote closer collaboration between Farmer Producer Organisations (FPOs) and the hospitality sector to improve farmers' incomes. Chaturvedi noted that such collaborations could ease logistical bottlenecks, streamline supply chains, and reduce farmers' dependence on multiple intermediaries, resulting in more transparent pricing and better returns. He stressed that for these partnerships to succeed, FPOs must develop a clear understanding of the hotel sector's demand-supply dynamics. To accelerate this engagement, he said the ministry will facilitate FPO-hotel partnerships at the state level through weekly webinars. India currently has over 10,000 government-registered FPOs, along with nearly 40,000 more operating across the country, representing an opportunity for structured collaboration.

Hospitality management education needs a reset

Arun Singh, Director, FHRAI-IHM, writes that meaningful exposure and technical training are essential to attracting talent to hospitality management.

 **FHRAI Bureau**

The basic aim of modern professional education is not to prepare students for clearing end-semester exams or annual exams, but to prepare them to face the challenges that real professional life brings.

Hospitality management is an exceptional professional education where skill-based

training is being imparted for the last 70+ years in India.

With the establishment of Institute of Hotel Management Catering Technology & Applied Nutrition (IHMCTAN) in Mumbai in 1954, hospitality education received a push, accelerating the building of more hospitality management institutes across the country.

Hospitality management is probably the first professional programme in India which was

providing one full semester industrial exposure for a three-year degree as early as 25 years back in their curriculum.

The real life exposure, technical and human skill learning is best during this industrial exposure, after getting the basics of theoretical and practical input by the institute in the first year. This is also a tool for the hospitality industry to closely monitor the attitude, knowledge, skill, initiative,





ARUN SINGH
Director
FHRAI-IHM

Now hospitality management institutes have to focus on AI as it is increasingly used in business, live projects, innovation, and research

innovation, dedication, and devotion of the students for 17 weeks and shortlist them for future selection after completing the graduation degree in hospitality management. Few hotel companies are now



exempting candidates during the industrial exposure, up to round three or four in final selection after testing their attitude, professional qualities, punctuality, and discipline during those 17 weeks of industrial exposure.

Now hospitality management institutes have to focus on artificial intelligence as it is increasingly used in the hospitality business, live projects, situation handling, innovation, and research along with the emphasis on a continuous evaluation process to cut down the old method of evaluations.

Hospitality management institutes must plan strategies for incorporating problem-solving initiatives, projects, and presentations by reducing the emphasis on term-end exams.

Today, mental health is also an equally important aspect. In fact, a reasonable number of students need

counselling, from time to time, as they join the institution – so that they can have good mental health and can concentrate on academic and professional excellence.

There is lot to be done in this regard, but unfortunately the hospitality industry as a whole is not able to gauge the thinking of class 10–12 students. Therefore, hospitality management enrolments have stagnated over the past five years, with nearly 50 per cent of seats remaining vacant, leaving the training infrastructure and faculty underutilised, and raising concerns over the sector's institutional viability.

For the admission of session 2026–27, all stakeholders have to work hard from now onwards for out-of-the-box initiatives to bring back the young talent into the fold of hospitality management. ♦



Shambhuraj Desai, Minister of Tourism, Government of Maharashtra, recently chaired a meeting to fast-track the development of IHCL's ambitious tourism project at Shiroda-Velaghar in Sindhudurg district. The project spans approximately 52.63 hectares of land acquired in the region. Desai said the government has granted in-principle approval for a special compensation package, following which the process of signing a supplementary agreement between local farmers, the Taj Group, and the State Government has begun. He stated that a formal tripartite agreement involving local villagers, IHCL-Taj Group, and the Maharashtra Tourism Department will be signed shortly.

Le Méridien

opens new property in Navi Mumbai

Le Méridien Hotels & Resorts, part of Marriott Bonvoy's global portfolio, has marked its entry into Navi Mumbai with the opening of Le Méridien Navi Mumbai. Located in a rapidly developing commercial and residential corridor, the hotel is well positioned to cater to both business and leisure travellers, offering seamless connectivity to major business hubs and the upcoming Navi Mumbai International Airport, approximately 12 kilometres away. The hotel features 129 thoughtfully designed rooms and suites inspired by mid-century modern aesthetics, complemented by a refined, contemporary colour palette. Guests can unwind at the Tattva Spa, stay active at the fitness centre, or relax by the outdoor swimming pool overlooking the surrounding hills.

IHCL's new Ginger hotel in Ahmedabad

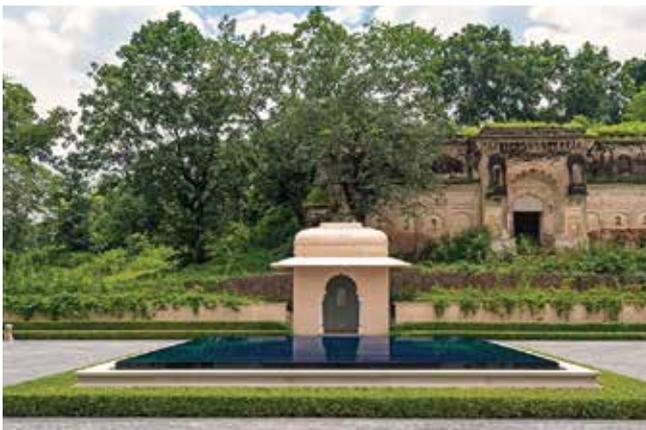
IHCL has announced the opening of Ginger Ahmedabad, Kristar, located in the vibrant Thaltej neighbourhood, strengthening the brand's presence in the city. Commenting on the launch, **Deepika Rao**, Executive Vice President, New Businesses & Hotel Openings, IHCL, said Ahmedabad is among India's fastest-growing urban centres, powered by a strong entrepreneurial ecosystem. She noted that Ginger's lean luxe positioning aligns well with the city's growing preference for contemporary accommodation. With five Ginger hotels now operating across micro-markets in Ahmedabad, the new hotel underlines IHCL's commitment to addressing the city's rising demand for quality hospitality. The hotel features Soulinaire, its all-day dining restaurant serving global cuisine, and flexible meeting spaces, making it suitable for both business and leisure travellers.



Taj Cidade De Goa

creates space for **event support teams**

Taj Cidade de Goa has taken a meaningful and compassionate step by introducing a dedicated space for event support staff, reinforcing its commitment to dignity and inclusivity. Designed to support teams working long hours during large-scale functions, the newly created 'Crew Area' offers a clean, well-lit, and organised environment where staff can comfortably dine, hydrate, and rest between shifts. The space also provides easy access to safe drinking water and hygienic, well-maintained washroom facilities, ensuring that essential needs are met without inconvenience or discomfort.



The Oberoi Group restores **Rajgarh Palace** in Khajuraho

The Oberoi Group has opened The Oberoi Rajgarh Palace, Khajuraho, a meticulously restored 350-year-old architectural landmark set within a sprawling 76-acre estate anchored by a pristine natural lake. Originally built by Maharaja Hindu Pat of the Bundela dynasty, the palace is perched on the slopes of the Maniyagarh Hills and surrounded by ancient Sal and Palash forests, with sweeping views of the Vindhya mountain ranges. Its location offers rare proximity to both nature and culture, with Panna National Park and Tiger Reserve just minutes away and the UNESCO-listed Khajuraho temples a short drive from the property. The restoration of The Oberoi Rajgarh Palace represents a thoughtful revival of history, with every arch, courtyard and detail carefully preserved to honour its legacy while offering contemporary luxury. The estate features 65 elegantly appointed rooms and suites, including expansive Palace Suites, private pool villas and residences with private gardens and terraces overlooking the hills, forests, and shimmering lake.

Pride Hotels

opens **2nd property near Ahmedabad**

Pride Hotels, in partnership with Ekarth Group, has launched Pride Elite Gandhinagar. The launch marks Pride Hotels' 2nd managed property in the immediate Ahmedabad region, following the successful debut of Biznotel by Pride, Motera. With this addition, Pride Hotels now operates 19 hotels across Gujarat, underscoring its focused strategy of strengthening market penetration in high-growth business corridors and administrative hubs. Strategically located in Gandhinagar, Pride Elite is well positioned to cater to business travellers, government officials, MICE groups, and leisure guests, offering contemporary infrastructure, efficient services, and easy access to key commercial and civic centres. The hotel features 72 rooms designed to balance comfort, functionality, and understated elegance.

Future of Indian cuisine

Roots or reinvention?

Culinary leaders discuss what will propel hospitality forward: preserving tradition or experimenting with familiar flavours to write the next chapter of India's food story.



 HRAWI Bureau

We all have that one dish or flavour that takes us straight back to childhood, to nani's dal-chawal or that biryani from the corner shop that still lives rent-free in your memory. It feels like a warm hug disguised as food.

Now imagine you tasted that again in a restaurant or hotel, but with a twist. Same soul, new form. That delightful tension between nostalgia and reinvention is exactly what **Dr Gurbaxish Singh Kohli**, Jt Managing Director, Hotel Midtown Pritam, threw to the audience as he moderated the session 'From Old

World Charm to New Age Cuisine' at the 20th HRAWI Regional Convention.

India has centuries of culinary heritage: Mughal kitchens, secret spice jars, and handwritten recipes passed down like heirlooms, but we are not frozen in time. We are evolving, and so is our food. But when you ask Indian chefs what culinary heritage means to them, what makes a dish different from the modern cuisine, the answers are rarely about recipes alone, they are about roots. For **Chef Beena Noronha**, Co-founder, Saltae Hospitality, the idea is not textbook. It is deeply personal. For her, heritage smells like her grandparents' kitchen – Mangalorean seafood, and food cooked not for plating

Culinary heritage is not just what we put on the plate, it is the entire value chain of wisdom that leads to it

but for the people at the table. She emphasised, "It is tradition, it is culture, it is where you come from and what your land gives you. My food is simply love served on a plate."

Meanwhile, claiming culinary heritage as artisanal intelligence, **Chef Manisha Bhasin**, Corporate



Executive Chef, ITC Hotels, said, “It is the ingredients grown here, the metals we cook in, the ancient knowledge systems we have carried forward, especially Ayurveda. Culinary heritage is not just what we put on the plate, it is the entire value chain of wisdom that leads to it.”

For **Chef Jaydeep Mukherjee**, Executive Chef, Aditya Birla New Age Hospitality, heritage is memory. He grew up in Kolkata, where food was planned with precision, vendors chosen generations deep, cooking on chulhas, no shortcuts. This nostalgia of taste is the reminder of heritage for Mukherjee. **Kunal Vijayakar**, Co-Founder, KMKH LLP, stressed that Indian cuisine is

Indian heritage lies
in Indian homes,
its streets, its countless
micro cuisines across this
massive country

the finest and an authentic Indian cuisine stands as heritage for him. He said, “Starting from Kashmir to Kanyakumari, East to West, the variety of cuisines that we have, the ingredients we have, and the way cooking styles change is fascinating.

Indian heritage lies in our homes, our streets, our countless micro cuisines across this massive country.”

Innovation Vs authenticity

What happens when heirloom tastes meet the contemporary Indian diner who looks for novel taste? Noronha claimed that the magic lies in the authentic story behind the cuisine. “Ingredients and technique are important but storytelling helps people connect,” she added.

Echoing similar sentiments, Bhasin stressed that innovation must be built on the bones of tradition. “Be as modern as you like, but do not dilute the soul,” she asserted. “You can plate butter chicken in a



thousand new ways, but the flavour must still be true.” Mukherjee disagreed with this notion. For him, quality is the only narrative required. “For me, product is key,” he says. “I agree stories create romance but stories do not sell food, it is great quality that sells food.” Vijayakar added, “Cuisine is a living, breathing organism. Cuisine evolves. Ingredients evolve. Techniques evolve. You cannot freeze food in time.” According to him, authenticity should be a benchmark, but not a prison, of rules.



Balancing novelty & tradition

As the conversation progressed, Kohli posed the big question: can

innovation and tradition truly co-exist, or does one inevitably dilute the other? For Noronha, the

answer rests entirely on intent. “You cannot please every diner,” she said. “You will have certain traditional restaurants serving traditional food, you will have certain restaurants catching on to the trend. As chefs, we define our lane when we define our audience.” For Bhasin, it depends on the genre of the restaurant. “If the restaurant claims to serve traditional Awadhi



Cuisine is a living, breathing organism. Cuisine evolves. Ingredients evolve. Techniques evolve. Food cannot freeze in time



food, you owe that purity to your guest,” she explains. “A legacy restaurant like Bukhara cannot suddenly reinvent itself, that trust is its identity. However, under the same roof in the banquet, we are allowed to do fusion. That is where young chefs come into play.” Vijayakar looks at it through a different lens. For him the food speaks for itself. “As a vlogger, my competition is with 20-year-olds,” he laughed. “And they are fast. The only way I can stay relevant is by following one truth – the food is the hero. When the food is great, the episode works. Today’s numbers tell you instantly. There is no hiding behind ratings or nostalgia anymore.” ◆◆

New culinary address in town

Beiruna in Mumbai focuses on authentic experiences over transactional dining, says **Faisal Balwa**, MD, The Fern Mumbai, Goregaon, Series by Marriott.

 **Amita Pandey**

As the Food & Beverage (F&B) segment continues to be a key driver of a hotel's success, **Faisal Balwa**, Managing Director, The Fern Mumbai, Goregaon | Series by Marriott, shares insights into the recently launched restaurant 'Beiruna'; its inspiration, concept, and the role F&B plays in strengthening the brand's positioning.



FAISAL BALWA
Managing Director
The Fern Mumbai, Goregaon
Series by Marriott

witnessing this shift, but today guests want more than good food – they want an experience. They care about the ambience, the story behind the cuisine, how the food is sourced, and how it makes them feel. At Beiruna, The Fern Mumbai,

For both MICE and social functions, the most in-demand formats include live cooking stations, chef-led counters, and customised menus

How important are F&B concepts & designs for the hotel's overall revenue and brand positioning today? As we enter 2026, what has changed in the way the brand served customers in 2025?

F&B today plays a much bigger role than it did earlier. It is no longer just about serving meals to in-house

guests – it is about creating places people want to come back to, even if they are not staying at the hotel. A strong F&B concept helps define the hotel's personality and contributes significantly to overall revenue and brand recall.

What has really changed as we move into 2026 is the mindset of the guest. In 2025, we already started

Goregaon | Series by Marriott we have adapted by focusing more on personalised service, thoughtful design, and experiences that feel authentic rather than transactional.





What was the inspiration behind conceptualising Beiruna?

Beiruna was inspired by the idea of creating a space that feels personal and rooted in Lebanese culture. The name comes from Beirut, the cultural heart of Lebanon, combined with una, meaning 'ours' in Arabic – 'Our Beirut', a place of shared memories and meals.

The identity reflects this spirit through elements like the mashrabiya, symbolising heritage, and the saj dome, representing food, warmth, and togetherness. The deep maroon and gold palette reflects cultural richness and generous hospitality. Together, Beiruna celebrates tradition, belonging, and the warmth of Lebanese dining in a modern rooftop setting.

How is this new restaurant answering market gaps within Mumbai's Mediterranean-Lebanese dining space? What other global flavours need to be explored in the Indian market?

Beiruna fills a gap by offering Lebanese food the way it is meant to be experienced – authentic, comforting, and rooted in culture, rather than a watered-down or generic version. The focus is on real flavours, traditional recipes, and a mezze-style format that

encourages sharing, all set in a space that feels warm and inviting. This is something Mumbai diners have been looking for as they become more conscious and experience-driven in their dining choices.

At the same time, Indian diners are far more open to discovering new

Beiruna was inspired by the idea of creating a space that feels rooted in Lebanese culture. The name comes from Beirut, the cultural heart of Lebanon

cuisines today. Beyond Lebanese, there is a growing opportunity for regional Mediterranean and Levantine flavours, as well as lesser-known Middle Eastern and coastal cuisines, as long as they are presented honestly and with care.

How do you balance innovation, sustainability, and consistency for diners?

For us, consistency comes first – guests should always receive the same quality, flavours, and service every time they dine with us. That builds trust. Innovation is then introduced in a measured way,

through seasonal menu updates, new presentations, or curated dining experiences, without disturbing what already works well.

Sustainability is a natural part of this balance. We focus on responsible sourcing, portion control, and reducing kitchen waste, while ensuring the dining experience is never compromised. The idea is to evolve thoughtfully introducing fresh ideas that add value, while staying reliable and responsible.

Which food trends are influencing your menus right now?

Right now, guests are looking for food that feels honest and wholesome. There is a strong preference for clean flavours, fresh ingredients, and dishes that are comforting yet well-crafted. Another big trend is sharing – people enjoy ordering multiple dishes and experiencing a variety of flavours together. That naturally aligns with Lebanese cuisine, which makes Beiruna a great fit for today's dining habits.

How is F&B innovation influencing weddings and large events? What dining formats are most in demand for MICE and social functions?

F&B innovation has become a key element in how weddings and large events are planned today. Hosts want their celebrations to feel personal and memorable, and food plays a big role in creating that experience. There is a clear move away from standard buffet formats towards more interactive and customised dining.

For both MICE and social functions, the most in-demand formats include live cooking stations, chef-led counters, themed cuisine setups, curated mezze spreads, and customised menus. Plated dinners and well-designed small plates are also gaining popularity for corporate events. Overall, the focus is on variety, presentation, and guest engagement, ensuring the dining experience feels elevated and thoughtfully curated. ◆◆

RESTONIC
HOSPITALITY MATTRESS

hypnos
PREMIUM MATTRESSES

peps
INDIA'S FAVOURITE SPRING MATTRESS



Even the swan lay down

Comfort so irresistible,
even the towel swan couldn't stay upright.

**Make your guests experience
the Restonic difference!**



Cream Knitted Fabric



Flame
Resistant



Approved
by **SGS**



Available wire type:
Border wire or Box type



Customization is
provided on request

Designs
available



**BONNEL
INNER SPRING**

OR



**POCKETED
INNER SPRING**

Available thickness
of the mattress: 6, 8, 10, 12 inches

Hotels that vouch for our Brand

ACCOR
Le MERIDIEN

NOVOTEL
HOTELS & RESORTS
MANILA ABANATE CENTER

SAROVAR
HOTELS & RESORTS



lemon tree
HOTELS



Awards and Recognition



Women's
Choice Award



Peps is a
Member of
ISPA



7 Times
Consumers
Best Buy
Award



Top Seller
in Tier-II
Cities

ACEF ASIAN
LEADERS
FORUM & AWARDS

Brand
Leadership
Award 2018



Indian Retail
Award 2018



For trade enquires contact : **Sanjay Jha, Manager Corporate Sales Head. 9910112959** | [f](#) [@](#) [v](#) [o](#) [pepsindia.com](#)

FINE
FOOD

THE ITALIAN COLLECTION

CONTACT US

Unique, 2nd floor, Unit 215,
Twin Tower Lane, Off Veer Savarkar
Marg, Prabhadevi. Mumbai - 400025

+91 22 43430000

+91 8928152133 | +91 9022855448

team@finefood.in

www.finefood.in



Black Truffle & Mushroom Paste



Oro IGP Gold



Casarecce



Chifferi Rigati



Virgin Olive Oil



Farina '00'



Green Olives Stuffed with Garlic



Sundried Tomatoes in Oil

