



# AHAR Connect



A publication of Indian Hotel & Restaurant Association Email: aharnumbai@gmail.com Vol-IV Issue - 4 July 2016 RNI Regn. No. MAHENG/2013/60096 Monthly Pages 8 Price ₹25/-

## AHAR 6<sup>th</sup> Monthly MCM discusses child labor, ice contamination and food truck issues

### Forever News

**Mumbai:** The 6<sup>th</sup> Monthly Managing Committee Meeting (MCM) of the Indian Hotel and Restaurant Association was held on June 16 at the Hotel Krishna Palace Residency, Nana Chowk, Mumbai.

At the onset, AHAR Vice President, Zone-III, Suresh Shetty welcomed attendees upon invitation from President Adarsh Shetty. In his speech, Suresh Shetty thanked members of his zone for electing him as their Vice President for four consecutive terms. He also expressed gratitude to Adarsh Shetty and other AHAR office bearers for their unstinting support. Disclosing that membership drive in his zone had netted Rs 350,000 as fees to AHAR, Suresh Shetty added, he

would personally strive to address



**Suresh Shetty AHAR Vice President, Zone-III,**

grievances of any member restaurateur from his zone. He later requested the President Adarsh Shetty to proceed with the agenda of the meeting.

The AHAR President Adarsh

Shetty presented the minutes of the 5<sup>th</sup> Monthly Managing Committee Meeting held on April 19, 2016. The same was unanimously approved. The proposal for approval of the minutes was proposed by Satish Shetty and seconded by Prakash Shetty.

The AHAR Treasurer Shashidhar G Shetty presented accounts of AHAR and Performance Bar for the months of April and May 2016. The same was approved. The approval was proposed by Suresh Shetty and seconded by Guruprasad Shetty.

The Treasurer Shashidhar G Shetty sought a ratification of the decision of the office bearers in approving Rs. 2.80 lakhs as consultancy fee for PR work of I-Deators for six months from March to September 2016.

The house approved the same. The approval was proposed by Guruprasad Shetty and seconded by Samith Arasa.

### Events of the month:

Addressing the gathering AHAR President Adarsh Shetty, briefed the audience about the various major happenings as under:

- A delegation of AHAR met the Joint Commissioner of the Food and Drug Administration and discussed about the difficulties faced in online registration, impersonation and related issues. The joint commissioner agreed to conduct awareness seminars and also train persons from AHAR in online registration/renewal processes. Upon AHAR's request he also provided list of all assistant commissioners of FDA and their contact numbers for



ready reference. It is available in the office.

- A letter was received from the Municipal Corporation of Greater Mumbai in response to AHAR's representation to Maharashtra Chief Minister Devendra Fadnavis for repealing 394 license and for waiving eight time license fees for transfer of FL-III license. The CMs office has

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# AHAR 6th Monthly MCM discusses current issues.....

(Continued from page 1)

sought clarifications from the Licensing Department and Excise Departments.

● A delegation of AHAR attended a meeting convened by Indian Merchants Chambers – Mumbai Portland from Vision to Action- on May 23, 2016 at Bombay Stock Exchange convention hall. The meeting discussed issues related to Bombay Port Trust premises and speakers said, Bombay Port Trust tenants should unite to protect their tenancy right as the road map of the huge development plan of displacing the tenancy rights were already drawn.

● The Union government has allowed installing light weight containers to motorcycles from October 1, 2016 for doorstep food delivery. The question of food trucks especially parked near the railway station selling food items was reported. It is understood that the MCGM is considering licensing them. We have written to the Municipal Commissioner In this regard that such move is detrimental to the interest of restaurant Industry. We had requested the municipal officials to consult us before such decision of allowing food trucks are decided or implemented.

● Our member Kamlakar Shetty was honored by the Maharashtra Chief Minister Devendra Fadnis at a function held in Mumbai for his contributions to the society. Our team lead by Niranjan Shetty on May 14, 2016 met the Municipal Commissioner regarding the issue of demanding license by licensing inspectors of various wards for sign boards. The delegation convinced the MC about the minutes of the meeting with the Additional Municipal Commissioner, over circulars issued by the MCGM wherein it is mentioned that sign boards are not advertisement. The MC has assured he would look into the issue and redress the same.

● We had submitted our suggestions / objections in BEST proposed MYT to MERC and Guruprasad Shetty represented AHAR in the hearing held on May 24 and 25, 2016 and presented his arguments. Kamlakar Shetty also argued as the activist. Due to efforts

of AHAR the Transport Division Loss Recovery charge has been revoked for residential users and the reduced amount will shortly reflect in bills of commercial users.

● We attended a meeting with the Maharashtra Wholesale Wine merchants Association on May 10, 2016 at our offices regarding the issue of reduction in cash discounts by distributors. We are supporting them in their fight for restoring our cash discount to the original level. AHAR has advised its Permit Room members not to place bulk orders of liquor products but to place small orders and not to support any new products till the issue of cash discounts is resolved.

● Recently officials from the Food Safety and Standards Authority of India and MCGM raided several restaurants and collected samples of ice for testing. These samples were found contaminated with E-Coli and hence, unfit for human consumption. FSSAI has requested AHAR to instruct their Members to use ice approved by FSSAI.

● Mumbai Police has appointed one officer at each police station for checking any violations of the Child Labor and Juvenile Justice Act. Members in their own interest are advised to employ workers of 18 years and above. In cases where persons below the age of 18 years are employed, all restaurateurs are advised to comply with all requirements of law such as keeping a copy of the Aadhar card of any valid proof of birth and other documentary evidence which indicates they are entitled to work legally.

● An AHAR delegation met Deputy Municipal Commissioner Prakash Patil [Special] along with Sharad Bande, Superintendent, Licenses, and discussed the ambiguity over the restaurant sign board license issues. The DMC assured he will redress the matter.

● A delegation of AHAR met VS Deshmukh Minister of State, Labor for Maharashtra, on June 15, 2016 and discussed issues related to employment of persons aged between 14 to 18 years at restaurants and submitted its suggestions against the harassment

by police though Child Labor and Juvenile Justice Act by the Police. The minister assured to redress our grievances.

Tax authorities have announced an amnesty scheme for defaulters of Profession Tax. He advised the members who are defaulters or not registered to avail this benefit.

## Felicitations

On the occasion, Guruprasad Shetty and Kamlakar Shetty whose fight against BEST which has resulted in removal of TDLR from the electricity bill were honored.

## Advisors Speech AB Shetty

“We should explore the possibility of providing raw materials on the system followed abroad to members. We should seek revocation of the Health License, since the FSSAI license has superseded it. The work of Guruprasad Shetty and Kamlakar Shetty is excellent. He congratulated President Adarsh Shetty and his team for their excellent work.”

## SM Shetty

“I had missed many meetings due to health problem and apologize for the same. The meeting is very informative. He congratulated the managing committee headed by Adarsh Shetty for their work benefiting entire hospitality community. Members should follow the vision of the President Adarsh Shetty in the interest of the industry.”

## Others

### Guruprasad Shetty

The impact of the TDLR in the electricity bill of BEST for the commercial users will be visible within two months. He said, if food trucks if allowed to operate in Mumbai, restaurants will be harmed. Abroad such food trucks are allowed to operate only in specified places and specific time. He suggested filing a Writ Petition in the court against the decision by the MCGM to permit food trucks. He said the food trucks are by corporate firms. He also suggested the need to appoint

legal consultants as we are fighting many legal cases and it needs expert guidance and counseling.

## Kamlakar Shetty

The script of arguments in Maharashtra Electricity Regulatory Commission was written by Guruprasad Shetty and I was just acting on it. I told that I want to speak to the judge regarding arguments, he immaturely replied my call.

Hawkers means who sells any item moving and not staying in one place. We have to oppose food trucks which may endanger the life and limbs of the pedestrians at pavements and open spaces. Arrests in child labor cases are wrong. The arrest can be only effected if the person is not available or for destroying the evidences etc. We can prosecute the police for any such arrest. We have to put Right To Information query with the police for the reasons for arrest and if found wrong we can prosecute them.

## Pramod Nayak

A delegation of AHAR met the Joint Commissioner, FDA regarding training for online Registration. The Joint Commissioner has directed Asst. Commissioner DK Sawant to coordinate the training. We will be having training session to the members of different Zones, who in turn will train other and make the renewal process a smooth one.

## Presentation by Vice Presidents

### Zone I Mahendra Karkera

Few matters of child labor harassments by police were attended and resolved after producing the relevant age proofs. Collected an amount of Rs. 2,00,000/- as membership fees.

### Zone II K. V. Shetty

Collected amount of Rs. 2,20,000/- as membership fees. The matter of child labor was attended. We have provided the age proof. Police have given the show cause notice, which is the right way, he said. He said a delegation also met

DCP of the zone and discussed child labor harassments by the Police. The DCP assured that only after verification, if found guilty they will arrest a hotelier in cases of child labor.

### Zone III Suresh Shetty

Many cases of uses of open space, encroachment etc. by few of our member hoteliers were regularized after discussion with the MCGM officials. Had a free eye camp in which more than 90 employees benefited. He thanked Prasad Shetty for providing space for the camp. He said till date an amount of Rs.3,50,000/- was collected as membership fees.

### Zone IV Sunil Shetty

MCGM officials are issuing Interim Relief in ice sampling cases. He advised members to reply the same within the stipulated time. Collected an amount of Rs. 1,26,000 as membership fees and Rs. 5,95,000 as the legal fund.

### Zone V Ravindranath Nire

A fire at Hotel Laxmi was attended on a war footing. We also met Reliance Energy officers, who had restored the electricity supply within few hours. In current month collected Rs. 1,95,000/ as membership fees. We will be hosting the Free Eye Camp for hotel employees.

### Zone VI Amar Shetty

We had organized a free eye camp and medical checkup camp at Hotel Mumbai Magic, Ghatkoper and around 105 employees benefited. Thanks to Sunil Patil for providing the space. The total membership fees collected is Rs. 1,55,000/- with five new members.

### Zone VII Rajan Shetty

A matter of excise and police harassment was attended and sorted out. Collected Rs. 1,24,000/- as membership fees.

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# AHAR 6th Monthly MCM discusses child labor.....

(Continued from page 2)

**Zone VIII  
Jagdish Shetty**

The problem of excise license renewal of few hoteliers were sorted out. In a child labor case, the owner of Hotel Sagina was sent to police custody despite showing the Aadhar card of the suspected juvenile, which was showing the age as 15 and half years. He was released on bail. We had a free eye check up and medical checkup camps. 142 employees took benefit of the same. Current month membership fee collection is Rs. 8,60,00/-.

**Zone X  
Prabhakar Shetty**

No major issues. Collected Rs.3,53,220/- as membership fees till date.

**President**

Get a copy of the FSSAI Registration certificate from the ice manufacturers and bill containing the FSSAI registration number and keep it handy for any inspection by FDA authorities.

Members are again advised to employee workers above 18 years to avoid all the present harassment. In case the employer employs worker of 15 years, they should

follow all the laid down rules. He further reiterated that the age proof of the employees must be collected, filed and shown when demanded by the officials.

**Condolence**

The President Adarsh Shetty read out the names of the following hoteliers who had left for their heavenly abode and requested the house for two minutes silent prayer. Those who passed away were:

**Sadhu D Shetty, Ravindra Hotel, Dahisar father of our Ex VP Ravindra Shetty on April 23, 2016.**

**Umesh Shetty, Golden Rock, Byculla on May 28, 2016.**

**Krishna Poonja, Avishkar, Sion on June 9, 2016.**

**Laxman Shetty, Siddhivinayak, Dadar on June 10, 2016.**

Host VP Suresh Shetty introduced the exhibitors who presented their products and services. They were given a bouquet by the AHAR President as a token of appreciation.

**Exhibitors:  
Zeta Meals**

- VKL Seasoning
- Kings Beer
- Investaac
- Reliable Business Solutions
- HDFC Realty
- Diversey
- Raj Shourya
- Mosambi.com.
- Purnima Scale
- Icelings
- Jetcool
- Matspall

The meeting concluded with the customary Vote of Thanks proposed by AHAR Treasurer Shashidhar Shetty.

**For updates visit [www.ahar.in](http://www.ahar.in)**

## AHAR CSR initiative: Health and Eye checkup camp



A free health checkup & eye camp was organised by the members of the Zone-VIII. The event was held on June 14, 2016 at Panchavati Banquet Hall, Vile Parle Mumbai. During the event more than 250 employees took advantage of the health checkup.



A free health checkup & eye camp was organised by the members of the Zone-VI the event was held on June 8, 2016 at Mumbai Magic, Ghatkopar Mumbai. In this event more than 200 employees took advantage of the health checkup.



A free health checkup & eye camp was organised by the members of the Zone-III the event was held on June 13, 2016 at Hotel Vishwa Vihar, Cotton Green, Mumbai. In this event more than 200 employees took advantage of the health checkup.



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## Simple ways to develop customer loyalty can help restaurants

### Forever News

**Mumbai:** Empty seats are a nightmare to any restaurateur. It is well known that restaurants will go any length to ensure they have a full complement of diners at any given time. In Mumbai, restaurants, bars and permit rooms woo customers by offering special dishes and displaying the day's menu offerings prominently on a board, by advertising in the local media, through Twitter, Facebook, WhatsApp and other modes.

Customer loyalty is of prime importance to restaurants of all types since the concept of a "restaurant" was created. Loyal customers are those who return and spend at one joint, which helps restaurants of all sizes meet their operational costs and make profits. Building loyalty is a fairly old technique for restaurateurs. In

Mumbai too, restaurant owners can use these ideas to develop customer loyalty.

Discounts: These are a sure way of retaining clients. Offering a certain percentage off from the billed amount pleases every customer. When preparing the final bill, restaurateurs or their cashiers can write the word 'Discount' in bold, prominent letters and mention the percentage that was discounted.

Waiters and service crew have to point it out to the customer while thanking them for their custom. But in doing so, restaurateurs have to be astute in calculating costs, billed amount and the percentage

for which they can offer discounts.

Incentives: For loyal customers, restaurants can offer incentives for returning such as a discount

same dish is not offered over and over again as doing so will appear like trying to palm off some inferior quality food to the customer.

Bars can give away a glass bearing the brand of the customer's favorite drink. For this, they can strike an agreement with liquor suppliers for freebies.

Connecting with a customer:

This technique for developing customer loyalty is rather intricate, requiring excellent interpersonal skills of a restaurateur or its service crew. Here, the customer is given a

memorable experience of tasting some new dish introduced by the restaurant. The client pays for this dish only if completely satisfied. This scheme can be varied by the restaurateur.

Sharing the common humanitarian values: Restaurants can engage clients effectively by sharing common humanitarian values. This can be done by displaying a notice that a fixed percentage of the billed amount goes towards a particular cause such as welfare of destitute senior citizens, orphans, education etc. This makes a customer feel good about their spend since they know that a part of it is being utilized for a social cause. Restaurants too have to ensure this amount reaches the charitable organization, as promised and procure certificates from them to display prominently.

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## Food courts offer a new growth engine for Mumbai restaurants

### Forever News

**Mumbai:** The Merriam-Webster Dictionary of the English Language describes 'Food Court' as: an area within a building (such as a shopping mall) where there are many small restaurants that share a large area of tables for their customers.

This definition makes clear two points: that restaurants operating in a food court are of small dimensions and seating facilities are shared by all participating outlets, regardless of which where customers buy food. In the last decade, Mumbai has seen a spurt in the increase of malls and for reasons best known to Indians-malls are considered as upscale shopping and entertainment venues, in sharp contrast with foreign countries. Regardless, an increasing number of Mumbai residents are visiting malls for shopping and pleasure and a majority of them do spend at food courts.

For traditional restaurants in Mumbai, malls springing up all over present two distinct situations: they can be viewed as an opportunity or, a threat. Forever News examines these scenarios

for the restaurant community.

Threat: The rise of malls in Mumbai is imminent as city planners and builders embark on ambitious projects aimed at making India's financial center a top class city with infrastructure that meets any major global metropolis. Traditional shopping areas are fast becoming extinct and giving way to malls. Suburbs that were once considered distant host an average of at least two malls and each one has a food court.

The average spend for a couple at any food court in Mumbai ranges between Rs 500 to Rs 750. In contrast, two persons having a meal at a traditional restaurant outside would spend between Rs 250 and Rs 500. This proves that people are willing to pay more for the same food, if served at malls.

Admitted that restaurants operating from food courts cough

out heavy rents. Yet, the footfall, display and the opportunity to make one's specialties known to a larger clientele amply buffer

counter the growing popularity of food courts and derive benefits.

This threat can be countered easily: For starters, traditional



the additional expense. Also, restaurateurs more than recover the rents by upping prices on their menus.

This poses a threat to restaurants since Mumbai residents consider a visit to a mall as outing. Briefly, malls and food courts take away clients who otherwise would have dined at a traditional restaurant. Mumbai restaurateurs are yet to come with an effective strategy to

restaurateurs can begin by opening an extension of their flagship restaurant at a food court. This extension will prove highly effective in promoting their main restaurant provided care is taken to offer value for money through the food served.

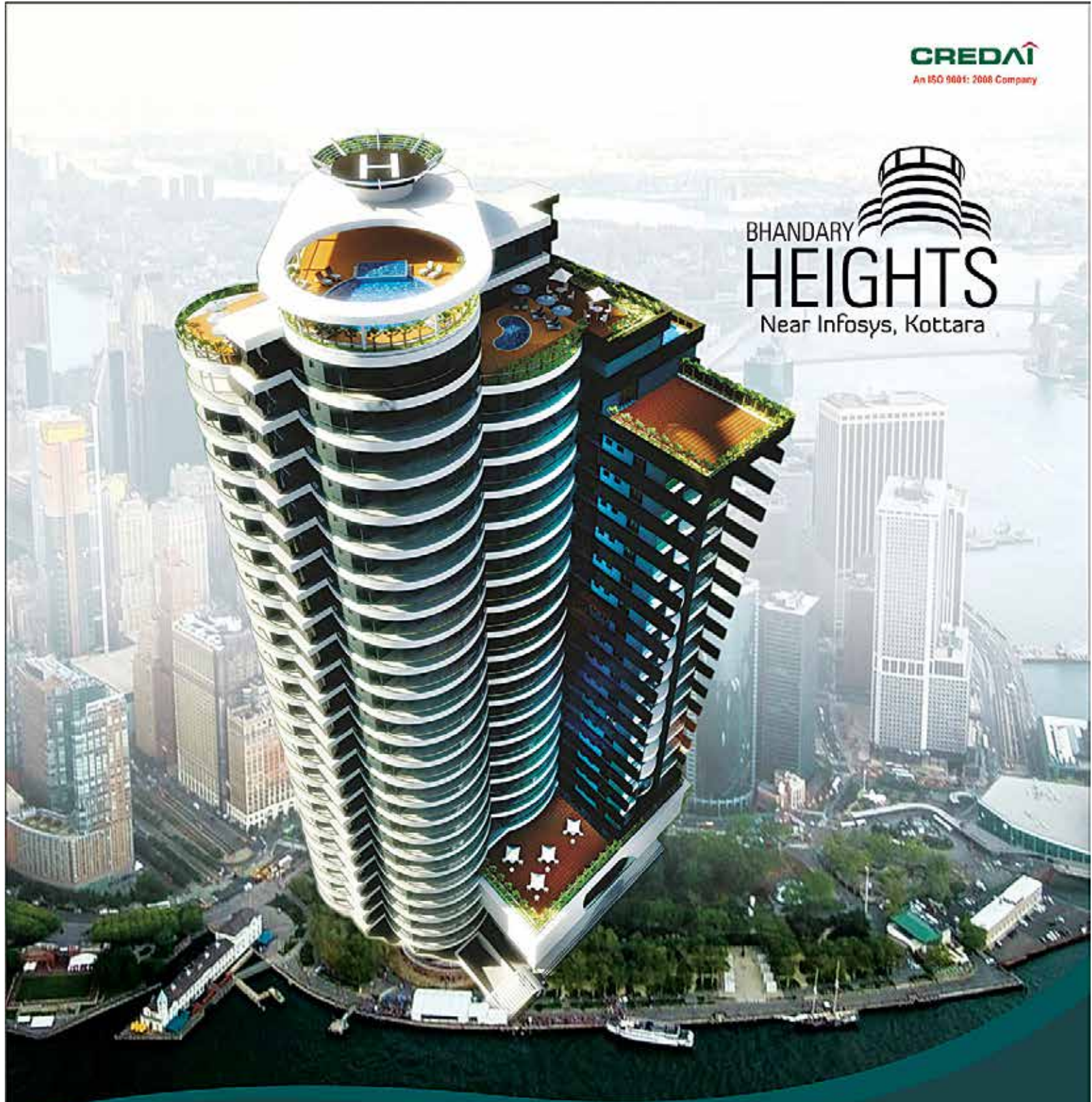
Traditional restaurateurs can use their extensions at food courts to launch new, trendy fusion foods or offer combo packs on lines

with those offered by foreign franchisees in India. The greatest advantage of operating from a food court is that a group of visitors or a family seldom orders all its food from a single outlet: they wish to taste something from as many restaurants as possible. As a result, all operators in a food court get a slice of the market cake.

Restaurants at food courts operate from a small space and hence are easy to set up. Spice mixtures and other semi-cooked food can be brought to outlet and prepared according to orders and tastes. Since food courts worldwide operate on a self service basis, the need to employ service crew is eliminated. Cleaners required to clear tables are in some cases shared by two or more outlets, depending upon the anticipated work load. Food at malls is served in disposable plates and bowls that dispenses with the need to maintain staff for washing plates.

Food courts are all about being trendy and traditional restaurateurs can give a whole new identity to their restaurants by operating an extension or full fledged restaurant there.

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# Listening to customers is vital for restaurants to thrive

**Forever News**

Mumbai: "Why in India do most of the restaurants not care about the food



they serve?" This is a question that figures rather prominently on the Internet based blog site about food- www.quora.com

The respondent to this question, while coming down heavily upon multi-national chains operating in the country and their food, begins his answer with a simple comment: "As you see, the employees abroad actually do care about consumer feedback."

This is just one of the many questions that people from India and abroad have asked about the quality of food served at Indian restaurants: Indeed, there are a lot more,

which are sufficient enough to give sleepless nights to any respectable restaurateur. While bloggers on this website have not derided Indian restaurants, what is evident is the volume of interest both at home and abroad in the quality of service and food served by domestic, indigenous food outlets. The reason is simple. India is renowned worldwide for its cuisine and tourists and expatriates residing in cities such as Mumbai are tempted to taste local flavors. With a large young populace which does not hesitate to spend on dining out, the demand for superior quality food and service at restaurants has increased. Added to this is the unrelenting reviews by diners of restaurants they have visited and, which are sufficient to drive in or drive away customers from an outlet.

The respondent's quip that restaurant crew- whether it is those engaged in customer service or at cooking


stations- simply do not care about customer feedback is a stark and unpalatable reality. For most waiters and cooks, the job ends once the order of a customer has been executed. Little do they care about what has been served, its presentation, taste and customer satisfaction. It is an unspoken myth in India that customer feedback is the boss' "headache". And sadly, to a great extent, this holds true. Restaurateurs in India are more inclined towards profitability of their business and spend more time reducing staff attrition. Little or no attention is paid towards maintaining consistency in taste and quality of food. To aggravate the problem, cooks are not interested in knowing how

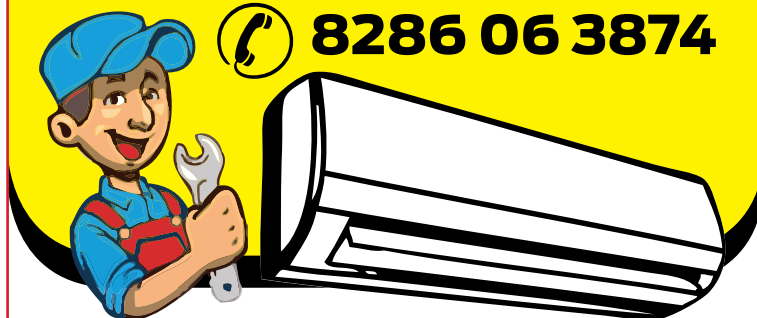
well was the dish they churned out went down with the client and nor are waiters inclined to hear any adverse remarks from their customer who tips well. Restaurateurs are also in the habit of justifying their staff or product and service should any customer point towards deficiencies.

Customers too are averse to complaining or giving feedback on the quality of food served for fears of appearing audacious, being looked down upon by fellow diners and the restaurant owners and

staff. Interestingly, the same customer will willingly fill out and submit a customer satisfaction form, if offered. Foreign franchise chains in India do so while local restaurateurs are napping. Listening to customers, especially loyal ones, is very important.

  
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