



AHAR

Hospitality

July - Sept 2014 Vol. 2, Issue- 2, Official Magazine of Indian Hotel & Restaurant Association web : www.ahar.in ₹ 20/-



pg **10** Indian F&B industry needs new laws, licensing and taxation policies urgently

pg **26** Marriott International Launches CANVAS, A Global Concept Lab for Food and Beverage industry

pg **18** Healthy Living

pg **27** The Beer Cafe

India's first

Manufacturer of

Speciality Oils & Fats



- Health and Taste - Range of Trans Free Products
- Advanced R & D Centre - Superior Technical Support
- Excellence in Service
- Tailor made products for special end use applications
- FSSC 22000 Certified



Bakery Fats



Culinary & Speciality Frying Oils



Oils & Fats for Nutrition / Cosmetics / Pharma



For Icecream / Frozen Desserts



Confectionery Fats

We would love to hear from you ! - sales@kamani.com

KAMANI OIL INDUSTRIES PVT. LTD.

ALL GREAT CHEFS HAVE ONE THING
IN COMMON: **ZANUFF.**



REGENT



Your work is great. Your recipes are out of this world. Your food is the yummiest. Don't they deserve Zanuff servettes? Great ideas for presenting your creativity - both complements your work and wins you compliments. Zanuff and you - a winning team!



ROLEX SHOW WINDOW



GN PAN



OMEGA WINDOW



CONTENTS



Indian F&B industry needs new laws, licensing and taxation policies urgently

10



AHAR initiatives & Impact

16



Healthy Living

18

North Indian, Mughlai and Indian-Chinese surging ahead

20

Health trends force industry to innovate

22

India emerging fast as Ready To Eat, Ready To Cook food market

24

Marriott International Launches CANVAS, A Global Concept Lab for Food and Beverage industry

26

The Beer Cafe

27

Evolution of Indian Food Connoisseurs

30



Shri Shashikant Shetty
Editor

Shri Bhaskar K. Shetty
Managing Editor

Editorial Board
Shri Arvind Shetty
Shri Suresh Shetty

Published by :
Shri Shashikant Shetty

On behalf of :
Indian Hotel & Restaurant
Association (AHAR)
B-2, Wadala Shriram Industrial Estate,
G. D. Ambekar Marg, Wadala,
Mumbai : 400 031.
Tel.: +91-22-2417 1818 /
+91-22-2417 3030

E-mail : aharmumbai@gmail.com

Website : www.ahar.in

Associate Publisher :
Smt. S. Suchitra
Forevernews
301, Crystal Apartments,
1st Marine Cross Lane,
Marine Lines, Mumbai 400002.
Tel. : 22072714 / 9619611315
Email : info@forevernews.in



Dear Esteemed Members,

Despite many odds in the Hotel & Restaurant Industry AHAR made many inroads such as recently won a big battle with the power supply company BEST in which one single Hotelier Mr. Guruprasad Shetty who got the rule set right for the industry, which means the authorities are listening to the pleas made by the industry and justice been delivered to the deserved. Such that the industry collectively can get much deserved pat for delivering food services without fail.

The festive season is knocking the door with much opportunity to the Hotel industry and can be benefitted in terms of better business as the eating habit is changing for ready to eat and pre cooked foods than cooking at home.

send your feedback at info@forevernews.in

S. Suchithra



SEAGRAM'S

ROYAL

STAG

MEGA MUSIC

IT'S YOUR LIFE.
MAKE IT LARGE.

Music CDs



From Managing Editor's Desk...

At a time when festive season is around the corner and all the goodness and overall industry perspective is fast changing with the Indian economy gaining momentum with considerable inflows of FIIs and FDIs pouring the Hospitality industry also sounding the big bang. The overall feel good factor is echoing and bringing some kudos to our industry.

The recent report by the Ministry of Finance pointing to the real Gross Domestic Product (GDP) growth to 5.3% it is directing towards a better days ahead.

India stands to be the third largest economy globally on the basis of Purchasing Power Parity (PPP). This growth is being driven by the large and burgeoning middle class that is young and will continue to be so for a long time.

As far as AHAR is concerned there is a huge momentum gained by our Association by achieving various landmark court verdicts. Which draws the attention of policy makers and lawmakers as the Hospitality industry is always at the receiving end and due corrective measures been vetted out.

I am sure our members are in receipt of our group publications such as AHAR Hospitality, AHAR Connect and the regular update of AHAR website and social media Facebook and Twitter.

In this edition we have covered some must read articles for the benefit of our fellow Hotel & Restaurant owners. The article on issues and challenges by Restaurant is well articulated piece of information which is very practical and must do type of article which carry some real lessons one must implement.

The beautifully laid centre spread carrying the news pertaining to the Hospitality industry published in various newspapers

and AHAR's action and the reaction from various bodies with whom we are demanding / fighting for our due rights.

The article on how healthy is our Restaurant industry is very apt for the time as the youth who consume most in an eatery is largely the pillar of the future hence at this fast changing food habit it is indeed to have a practical check on food quality.

Story on what makes North Indian food popular is conveying the changing food habit and system of Indian Panorama which opens new dimension to food consumption.

Healthy trends in cooking talks about how important is Innovation in Cooking. Even though youths are craving for junk foods still the Restaurants need to keep an eye on innovation and healthy foods. Article on juice it up takes new area of selecting the right fruit and the calorie conscious which will help address the sugar consumption.

At this juncture we are spearheading to the AGM and the annual AHAR Hospitality Expo which is an iconic and a prestigious event in the annals of AHAR.

I draw your attention and support in whatever ways possible to make this event as most remarkable one. This year too AGM Chairman Mr. Sudhakar T. Shetty is driving the team to reach out to the best possible deals and take to the next level of accomplishment.

I am sure you will support this venture with full dedication and fervour.

In service to AHAR

Bhaskar K. Shetty
 Managing Editor
 bhaskarshetty007@gmail.com

You serve the
country
and we serve **you & your family**



MAHA SURAKSHA PAYROLL SCHEME

No Minimum Balance Required

Over Draft - 4 times of net monthly salary

Free Cash Deposit at Non-Home Branch

Free Cash Withdrawal at Non- Home Branch

Personal Accidental Death Insurance Cover - Upto ₹ 3 lac

Bank of Maharashtra – SBI GOLD Credit Card - Free*

Interest concession on Retail loans.

(0.25% less than the rate applicable to public)



बैंक ऑफ महाराष्ट्र
Bank of Maharashtra

भारत सरकार का उद्यम

एक परिवार एक बैंक

website: www.bankofmaharashtra.in

Toll-Free No.: 1800-233-4526

Net Banking: <https://www.mahaconnect.in>



From the President's desk

The Writ Petition on Minimum Wages was finally admitted by the Hon'ble Nagpur High Court together with an interim relief purely on the merits of the case as provided by our counsel advocate Vivek Thakur

Our sustained campaign against the exorbitant Excise License Fee hike resulted in a committee being formed under the Chairmanship of Shri Amit Deshmukh, Minister of State Excise to conduct a study of the impact due to the above hike over the liquor Industry in the State.

A meeting with Dr Nitin Kareer, Sales Tax Commissioner of Maharashtra was undertaken to apprise him about our problems due to the incidence of Double Taxation especially since the levy of Service Tax in air-conditioned restaurants. We also met Dr. Sanjay Mukherjee, Excise Commissioner and requested him to address our long standing plea on simplification of license conditions. Our delegation presented a detailed memorandum to Shri Gopal Shetty, M.P, Shri Rahul Shewale, M.P and Smt. Smriti Irani, Union HRD Minister and apprised them about the various issues pertaining to the Hotel and Restaurant Industry.

We have also provided the Union Ministry of Commerce and finance, a detailed report of international practices being followed by developed countries during implementation of Indirect Taxes in the hospitality industry.

We were very upset with the new Government for ignoring our demand to abolish the Service Tax being levied over and above the VAT in the Union Budget.

We met the newly appointed Shri P. Bhapkar, FDA Commissioner, Shri H.K Jawale, Labour Commissioner, Shri Dhananjay Kamlakar, Jt. Commissioner of Police and Dr. (Smt) P.Keskar, E.H.O and apprised them about the issues affecting

our members during operation.

We are very thankful to the Mumbai Police Commissioner Shri Rakesh Maria for issuing the order to all the Police Stations and Social Service Branch (SSB) not to disturb Permit Rooms and Restaurants before the official closure time of 1.30 am. We had earlier made the representation and complained to him regarding the harassment by Police before the closure time.*

I would like to compliment our member Shri Guruprasad Shetty for relentlessly following the BEST monopoly case and being successful. MERC has granted license to TATA Power Company to distribute power to the consumers of the island city for the next 25 years. Now the power consumers have a choice to select the Electricity Service Provider ending the monopoly of BEST.*

Members are requested to get themselves updated about the new ceiling of EPF. The government has notified enhancement of wage ceiling to Rs 15,000.00 per month, fixed minimum monthly pension at Rs 1,000.00 under EPS-95 and enhanced the maximum sum assured under the Employees' Deposit Linked Insurance (EDLI) Scheme to Rs 3.00 lakh. The member advised to confer with their consultant about the said implications and abide by the new notification.*

We are pleased to inform that the 35th A.G.M will be held on 16th December 2014 in Buntara Bhavan. Members are requested to participate in full strength and make this event a grand success.

Arvind Shetty

President

arvind_shetty605@yahoo.co.in

* Please visit www.ahar.in for details

SLEEK DESIGN SUPERIOR COMFORT REDEFINED SAFETY

THE PERFECT VISION FOR YOUR HOME.



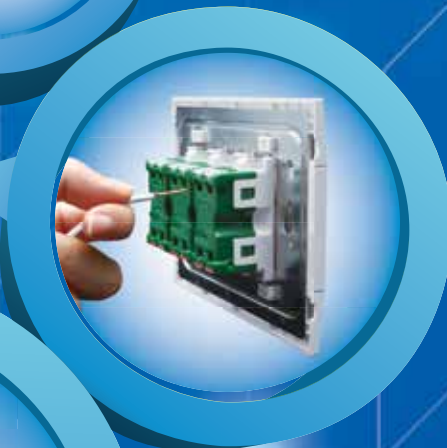
Design

6mm-thin plate with scratch resistant textured surface with matte finish. Available in elegant white & silver black.



Safety

India's 1st switch with screwless termination for safe & fast wiring. Fire Retardant Urea back-piece.



Comfort

A design for silent switch operation and soft touch. Cover plates available with inbuilt locator.

When idea meets technology and desire meets design; the outcome is often revolutionary. Take the Vision switches for instance. With futuristic ideas and cutting-edge technology, Vision switches are designed with just one aim in mind; to amaze.

For more information please visit www.anchor-world.com or contact:

EAST - Sharad Lakhani - 9324659046 | WEST - Anand Joshi - 9309037175 /

Riyazali Nalband - 7498614917, 9371657600 | NORTH - Udham Singh - 9419139745 /

Sharad Dave - 7428259882 | SOUTH - Vishal Patel - 9322656234 / Mahesh C R - 9390753354





From Hon. Gen. Secretary's Desk

The Happy news is that TATA power Company has got renewal of their license to supply electricity for next 25 years by MERC but with condition of submitting revised plan based on our demand of having sufficient sub stations in South Mumbai to have uninterrupted Power Supply.

Our Meeting with the Sales Tax Commissioner Shri Nitin Karee was very positive and he assured our demand of charging Service Tax only on Service component and not on the entire bill based on High Court Judgment of Uttarkhand. In our meeting with the State Excise Commissioner we requested for expediting the process of simplification of Excise rules and regulations of 6 decades old.

Our 35th AGM will be held on 16.12.2014 at Bunts Sangha Auditorium, We seek the support of each and every member through participation and make this event a grand success.

We are happy that our representation to the Central Government is being heard and considered. For a small Association like ours whose jurisdiction is restricted to Greater Mumbai, it is a matter of pride.

Our delegation has met the Hon'ble Chief Minister of Maharashtra and stressed him the need of modification of decades old police and excise Rules and also about the 50% hike in FL-III license fees which is affecting the Permit room Hotels very badly.

The Service tax matter is coming up for hearing in Supreme Court soon. We hope of some relief to the partly and fully air-conditioned Hoteliers.

We met the Labour Commissioner, the Commissioner FDA and EOH and briefed about the various grievances of the Industry with them.

With the State election round the corner, a hope for a stable and pro industry Government will come into force and our decades old grievances are being addressed.

With regards,

Sukesh Shetty

Hon. Gen. Secretary

sukesh2205@gmail.com

Leadership and beyond



**A.M. Best
Financial
Strength Rating
"A"(Excellent -
Stable)"**



**GOLDEN PEACOCK
AWARDS**
Winner of Excellence in Corporate Governance 2013

**Golden Peacock Award, 2013
for Excellence in
Corporate Governance**

Global Premium 2013-14 ₹ 14,304 Crs.

At New India, we understand that every client's need is unique. We provide solutions through innovative approach, with the widest range of products and services, with a rapid speed of response. Our clients in India and abroad totally depend on us for complete Insurance Solutions for their Individual & Business needs. **These business standards have contributed towards achieving a Global Premium of Rs. 14,304 Crores in 2013-14.**

- India's only Non Life Insurance Co. Rated A - (Excellent) by A M Best
- Total Assets: ₹ 53,000 Crs.
- Net Worth: ₹ 8621 Crs.
- Global Premium: ₹ 14,304 Crs.
- Global Network: More than 2000 offices



**दि न्यू इन्डिया एश्योरन्स कंपनी लिमिटेड
The New India Assurance Co. Ltd**

(Wholly owned by the Government of India)

India's Premier General Insurance Company

Head Office: New India Assurance Building, 87, M. G. Road, Fort, Mumbai - 400 001 INDIA

More than 170 General Insurance Products

Toll free - 1800-209-1415

| www.newindia.co.in

| online.newindia.co.in



Indian F&B industry needs new laws, licensing and taxation policies urgently

by G. Subramanian & Bhaskar K. Shetty

The food and beverage industry of India remains plagued with a plethora of problems, despite the nation having attained independence from foreign rule in 1947. Unrealistic licensing policies, unchecked inflation, law and order problems, high taxation and a host of other adverse factors continue to stunt the industry that should have risen as one of the most profitable in India.

In this article, AHAR takes a look at some of the major issues afflicting and stunting the growth of the Indian food and beverage industry in general, with a special focus on Mumbai.

Food price inflation:

The years 2012 to 2014 witnessed an unprecedented inflation in cost of food across India. This in turn has adversely affected the local food and beverage industry- particularly Udipi and other ethnic Indian restaurants and bars. While incomes remained more or less stagnant, the average Indian found his or her monthly earnings depleting fast due to increased cost of basic groceries, leaving less disposable income for enjoying an evening or weekend out. This in turn adversely impacted the food and beverage service providers, causing an overall slowdown in the growth of this sector.

According to experts, the year 2010 witnessed the peak of inflation in food prices across India with costs rising by around 20 per cent. This inflation adversely impacted profit margins enjoyed by restaurants since the cost of raw materials had risen exponentially. Consequently, restaurateurs across India witnessed customers searching their pockets before deciding to dine out. Hundreds of restaurants, bars, permit rooms, dhabas and the likes had to cut costs by reducing the number of staff or downsizing portions served to customers.

Increased competition:

The last few years also witnessed the entry of multi-national food service providers into India. Propelled with huge advertising budgets and sufficient funds to buffer any losses caused during the gestation period, these foreign chains quickly gobbled up restaurant space available in metros such as Mumbai, uprooting traditional restaurants. MNCs also offered value based meal options across India which could not be matched by the largely unorganized food and beverage sector in India. For example, a foreign chain was offering burger sandwiches for as low as Rs. 25 each while a regular 'vada pav' from a street-side stall in Mumbai cost Rs. 12 each or as much as Rs. 20 if ordered at a restaurant. The 'phoren' hungry Indian obviously chose the MNCs. It is indeed shocking to note that despite offering a wholesome meal (Thali) for a paltry Rs. 65 to Rs. 150 with many value additions. The Indian small, medium or large restaurant chains have been unable to come up with a survival package. Organizations including The Indian Hotel and Restaurant Association (AHAR) by putting their best effort were hardly able to unite on a common platform to provide a befitting response to offerings by MNCs.

Manpower shortage:

Any person who has dined at a typical Udipi or ethnic Indian restaurant will have subtly observed that the industry is extremely labor intensive: The casual and regular Indian diner ensures that the person who cleans the table does not handle food and drink. Further, Indian restaurants are also service based: meaning, the client expects to be served at the table and pampered by the service crew- in sharp contrast to foreign food chains in India which operate on a "self service" basis meaning the customer waits in a queue, pays for the food in advance, collects the voucher and hands it over for the food to be delivered, carries the tray to his or her table and after dining, places the tray and dumps the leftovers in appropriate bins.

While unskilled manpower is easy to find, a major concern among Indian restaurateurs remains the health of staff. No restaurateur worth his name will hire any staff suspected of



Unrealistic real-estate prices:

Mumbai, the financial hub of India, is witnessing a real estate boom since the last decade. This has sent prices of real estate- on sale and lease- skyrocketing to unprecedented levels. This has put prospective new entrants at a disadvantage since they are unable to raise sufficient funds to buy or rent a new premises, especially in prime locations. With scores of buildings in suburban Mumbai under redevelopment, many long-time operators were forced to move out and seek new premises, which cost prohibitively high. Interestingly, MNCs do not find real estate prices to be an impediment since they have high budgets for launching operations in India. The low exchange rate of the Indian Rupee to the US Dollar, UK Pound Sterling or EU's Euro also work in favor of MNCs when it comes to acquiring commercial premises for opening new businesses. A walk around any major mall in Mumbai will bear testimony to this disturbing fact.

As a result, Indian restaurateurs are forced to cough up high rents, pay huge taxes and other levies once again adversely affecting profitability, opening of new restaurants and relocation/ operation of existing ones.

Unrealistic laws governing operation of restaurants, permit rooms and bars is also a factor hindering growth of the Indian food and beverage sector. In several cities, a moratorium on opening new restaurants, bars, permit rooms and beer bars in densely populated residential areas or residential buildings is enforced. This leaves the Indian food and beverage sector in a quandary, once again, stunting its growth.

Unreliable logistics and supply chains:

India's logistical and supply chains are largely unorganized with food wholesalers having to depend upon individual truck owners to supply the end user- especially restaurants. The chain is further complicated by the unnecessary presence of several players such as commission agents who procure the produce, sell it to wholesalers at a premium who in turn add profits before supplying it to a restaurant. Thanks to frequent increases in fuel prices and cost of maintenance of trucks, the supply chain has also become expensive. Add to these strikes and other agitations keep popping from time to time, albeit

being afflicted by an infectious disease for the fear of penalties imposed by concerned local authorities. Among healthy staff too, restaurateurs have to ensure they hire persons who are not chronic alcoholics or drug users since no Indian customer will tolerate a waiter or cleaner reeking of booze or walking in a daze caused by narcotics and drugs.

Skilled personnel such as quality chefs and honest managers are also difficult to find, a recent survey conducted by India's tourism ministry found. According to available statistics, Indian colleges turn out only about nine to ten per cent of the total manpower required by the industry. And graduates are quickly absorbed by five-star and foreign chains who can afford high salaries, leaving the largely unorganized restaurant sector starved of much needed staff. Migration of labor is also an issue: most restaurants now hire staff who have at least basic credentials of their identity and proof of address such as an 'Aadhar card', due to law and order concerns. Migrant labor who do not possess such credentials often find themselves shunned by operators in cities like Mumbai, despite possessing the required skills as service crew or traditional chefs. The survey also discovered that Indian restaurants have a staff attrition rate of around 30 per cent- meaning most operators find it difficult to retain trained and skilled personnel as they are quickly offered attractive salaries by newer employers, given the manpower shortage.

peaceful, undertaken by various unions. This renders the Indian restaurateur prone to unpredictable market conditions and other vagaries in the supply chain. To keep businesses operational, restaurants are forced to depend upon multiple suppliers while paying a premium to ensure their services are not affected regardless of the ups and downs in the supply and logistics chains.

Sufficient warehousing facilities and cold storages which can provide a seamless supply of raw material to the food and beverage industry are currently unavailable. This not only leads to a wastage of raw material due to natural causes but also increases the costs to the end users as suppliers buffer the waste by hiking prices.

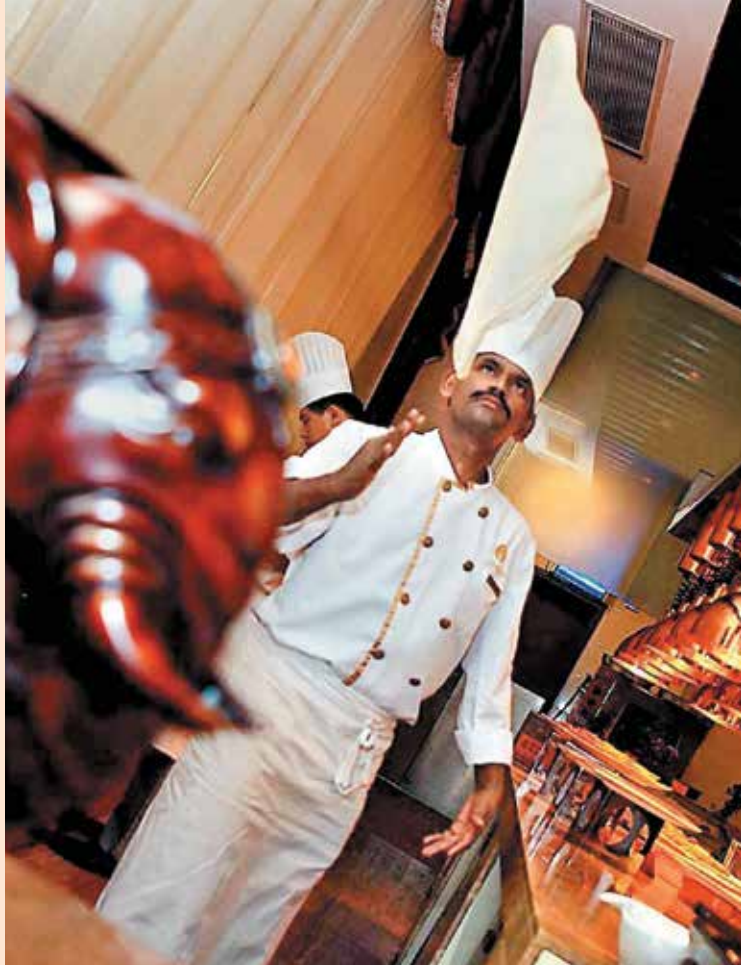
“Protection” money:

In metros such as Mumbai, it is common for any industry the protection money issue plays a key element of wasteful investment especially for restaurants, bars and permit rooms to pay large amounts to certain entities as “protection money.” The topic is never discussed openly at any forum due to fear of retribution. However, “protection money” paid by restaurateurs eats into the profitability of these businesses. Despite being a major law and order problem, no Indian association has dared rake up the issue of “protection money” with law enforcement agencies.

Liquor Laws:

The Indian liquor laws are complex and at best, incomprehensible to any ordinary restaurateur or prospective new entrant. For any food and beverage outlet to serve liquor on its premises, a series of licenses and permits from various authorities are required from the local municipality, state Government and the central Government. Applicants for liquor permits are often forced to wait several months before being granted one. Added to these woes are the facts that some conservative Indian families, especially with growing up kids tend to shun restaurants with bars and permit rooms, thus limiting their client base to adult males only. A few posh pubs are frequented by women from the younger generation but the operational costs of such outlets are horrifyingly high. The cost of procuring licenses for serving Indian Made Foreign Liquor (IMFL) are high while the price of a permit to serve imported booze is unimaginable and can deter any new entrant. Restaurants serving liquor are also subjected to pay higher taxes and other levies imposed by the Government while their operational hours are severely restricted. Bars and permit rooms also have to maneuver themselves through a swamp of “dry days” on which sale of liquor is banned, forcing the outlet to remain closed. Moreover, one needs to get a permit to consume liquor with a recommendation of Medical practitioner.

India is caught in a maze of archaic and complex regulations at both the central and state level when it comes to sourcing liquor. Every player offering alcoholic beverages has to obtain a series of licenses to sell alcohol, and also adhere to the



prescribed permitted hours, eligible age limit, etc. This situation is further intensified by the following challenges.

Red Tape:

Indian restaurateurs are required to obtain a plethora of licenses before they commence operations and renew them periodically. Failing to procure any of the prescribed licenses/permits can lead to authorities shutting down the outlet under various provisions of the Indian law.

An example of the number of licenses and permits required by any restaurateur to operate is listed in the following chart:

List of licenses and permits required by restaurants/ bars in India

TYPE OF LICENSE	ISSUING AUTHORITY	Mandatory/ Optional
FSSAI License	FDA	Mandatory
Health/Trade Eating House License for serving Food	Heath Dept., Municipal Corporation of the City	Mandatory
Health License for serving Liquor (Madira License)	Heath Dept., Municipal Corporation of the City	Mandatory
Shop & Establishment License	Shop & Est. Dept., Municipal Corporation of the City	Mandatory



Join the fight against adulteration with Sahara Q



India's leading FMCG company with over 895 quality products

- Quality products
- Stringent quality checks ensured at 7 Q Quality Labs & products tested by over 500 seasoned quality professionals
- Hands-free, tamper-proof packing with 100% Disclosure policy*

Sahara Corp Comm/Q Shop



A small glimpse of our entire product range

 101 Products in Staples	 34 Products in Processed Food
 43 Products in Personal Care	 33 Products in Home Care
 7 Products in Natural Mineral & Packaged Drinking Water	 157 Products in Home Appliances
 524 Products in Kitchenware & General Merchandise	For all trade related information and business enquiries, please visit www.saharaqshop.com/business or call us at 0522-6656565
Order online at www.saharaqshop.com	

Online shopping option is available at select cities only
* As per Food Safety & Standards Act, Rules and Regulations

Sign Board License	License Dept., Municipal Corporation of the City	Mandatory
NOC from Fire Dept.	Fire Dept. through Municipal Corporation of the City	Mandatory
Environment Clearance for Grease Trap/ETP (Water Pollution Act)	State Pollution Control Board	Mandatory
Weights & Measures Approval	Controller of Legal Metrology Dept.	Mandatory
Police Registration License (RC)	Asst. Commissioner of Police	Mandatory
Place of Public Entertainment License (PPEL) for serving liquor	Commissioner of Police	Mandatory
Liquor License FL-III for serving Liquor	Commissioner of Excise, State Excise Dept.	Mandatory
Tourism Approval	Tourism Dept. Of Govt. of India/ State Govt.	Optional
Lift Licence (if Lift is installed)	Inspector of License, PWD	Mandatory
Insurance required to be taken for Public Liability, Product Liability, Fire Policy, Building & Assets etc.	Any Insurance Company	Optional

The Licenses required to start a Restaurant is almost same throughout India except in some cities like Mumbai where one has to obtain about 38 different types of Licenses, Permits, NOCs, Certificates and Registrations.

The Maharashtra Govt. has recently appointed 'Accenture', an International Consultant to suggest ways to reduce these Licenses from 38 to 19 after a representation made by AHAR.

Note: The above List is not exhaustive but indicative. Other Licenses required are Weather Frame License, Hoarding License for Advertisement, Rolling Shutter License, Health Grade Certificate from Municipal Corporation. Permission also needs to be taken from Electricity Service Providers for operating heavy duty machineries like electric Grinding Stones, Water Pumps, Air-Conditioners, Cooling Plants etc. Apart from the above requirements one has to fulfil other statutory obligations like ESIC, PF, Professional Tax for Employees, & Employers.

Exorbitant Taxation:

Indian restaurateurs are forced to pay out large sums of their



revenues as taxes and other levies imposed by the government. These taxes are invariably charged to the client who views it as an unnecessary expense on dining at a restaurant. The list of taxes enforced in India is as follows:

Taxation in Food Services Outlets

Type of Tax	Tax (%)
VAT- Food and Non-alcoholic Beverages	12.50%
VAT- Alcoholic Beverages	5% Flat
Service Tax	4.94% (40% of 12.36%)

Population pockets :

A common problem across India and especially Mumbai, some areas are predominantly resided in by one or more ethnic community. Thus restaurateurs have to be extra cautious in selecting the area they wish to operate in or tailor their menu offerings to suit tastes and needs of the local populace. In Mumbai, for example, some suburbs are predominantly resided in by persons who come from a strictly vegetarian dietary background. Opening a bar offering non-vegetarian dishes in such areas is frowned upon and can attract ire from local residents and authorities. In other areas, people may be predominantly meat eaters. This forces a restaurateur to tailor his menu accordingly or face losses.

Solutions:

Organizations such as AHAR have to lobby with the local municipal, state and central government for an overall amendment in Indian hotel and restaurant laws. A panel of experts on laws needs to review existing laws and draft new ones to be presented to the government. The new draft laws need to take into consideration the various requirements of all categories of operators.

Crockery & Cutlery :



Spoons



Serving Dishes



Arcoroc Plates



Spoons



Arcoroc Glasses



PC Glasses



GN Pan



PC GN Pan

Cheffing Dishes :



Juice Dispenser



**Authorised Dealers of :
Servewell Crockery**



JALARAM TRADERS

CROCKERY, CUTLERY, KITCHEN EQUIPMENT, CHEFFING DISH, G N PAN

32, Blue Rose Indl. Estate, W.E. Highway, Borivali (E), Mumbai - 66. INDIA.
Tel. : 022- 2854 4829 / 2854 9787, Mobile : +91 98203 13051,
E-mail : nirmalex@gmail.com, Website : www.jalaramtraders.com

LAXMIDAS ENTERPRISES

HOTEL & RESTAURANTS, LINEN & UNIFORM SUPPLIERS

18/B, Juhu Tara Road, At Hotel Atlantic, Near Maneckji Cooper School,
Juju, Mumbai - 49. INDIA. Tel. ; 022- 66923264 /66923265,
Mobile : +91 98204 51386, Pankajbhai : +91 98213 31734
E-mail : forum64@gmail.com

AHAR initiatives & impact

MAHARASHTRA World
Application in Suburban Area under Ch...

INDIAN HOTEL & RESTAURANT ASSOCIATION
ESTD-1979, REGD. NO. BY-11-1709
B-2, Wadala Shriam Industrial Estate, Gr. Floor, G. D. Ambekar Marg, Near Wadala Telephone Exchange, Wadala, Mumbai - 400 031.
Tel: 24171818 Telex: 24173030 E-mail: shansmaha@gmail.com Website: www.ahar.in

Ref:ahar/141/2014

To
Shri Narendra Modiji,
Hon'ble Prime Minister,
Government of India,
NEW DELHI

SUB: SUGGESTIONS OF THE HOTEL INDUSTRY IN MAHARASHTRA

Respected Sir,

We are the largest Association of Restaurateurs/Hoteliers in Mumbai & affiliated Associations throughout the state of Maharashtra. Our member hoteliers and restaurants serve mainly middle class and masses. Through their ventures our members provide jobs to lakhs of illiterate and semi-illiterate people.

Our main objective is to safeguard the interests of our members through representation of various issues affecting the growth of the industry with Central, State, & Local administration. We also create awareness amongst our members about the various Laws governing the Hotel industry & educate them about the latest industry Trends to develop their business.

Hotels & Restaurants may be awarded an infrastructure status & provided a level playing field for growth as at present is burdened with Over-Regulation, Multiple Taxes, High cost of Food, Fuel, & Wages. The Hotel & Restaurant Industry if nurtured & allowed to grow will help generate maximum employment & also facilitate Tourism. The Hotel Industry is currently Over-Regulated due to the requirement of Multiple Licences, which is the same is cumbersome, expensive, &

MAHARASHTRA ELECTRICITY REGULATORY COMMISSION
World Trade Centre, Centre No.1, 13th Floor, Cuffe Parade, Mumbai - 400 005
Tel. No. 022 22163964/65/69 - Fax 022 22163976
E-mail mercindia@merc.gov.in
Website: www.mercindia.org.in / www.merc.gov.in

Case No. 90 of 2014

In the matter of
Application for the grant of Distribution License for Suburban Area, [areas of Mumbai]
under Chapter 2 of the Electricity Act, 2003

TATA

DCS/AHAR/2014-4
June 4, 2014

Mr. Arvind Shetty
President
Indian Hotel & Restaurant Association
B-2, Wadala Shree Ram Industrial Estate
Ground Floor, Near Wadala Telephone Exchange
G. D. Ambekar Road, Wadala (W)
Mumbai - 400031

Sub: Re: Switchover of electricity from BEST to Tata Power dtd. 22/5/2014

Dear Sir,

Greetings from Tata Power!!

This has reference to the meeting of AHAR delegate on 20th May 14 with our Executive Director Mr Ashok Sethi and myself at Carnac and your subsequent letter AHAR/133/2014 dated 22nd May 14.

We wish to thank you for evincing interest in taking power supply from Tata Power. Our response to various queries raised by you are appended below.

There is no changeover process as of now in the South Mumbai Area.

Enclosed is our Tariff Chart for your reference as Annexure -1.

• Mr Prabhurashi (Mob. No. - 9223220808) shall be the point of contact person from Tata Power.



in media

TIMES CITY

Police ordered not to disturb bars till 1.30am closing time

TIMES NEWS NETWORK

Mumbai: Police stations as well as the social service branch (SSB) will no longer disturb permit rooms and hotels before their official closing time of 1.30am.

To clear the confusion over the closing time to serve liquor in permit rooms and hotels, police commissioner Rakesh Maria has now asked all police stations as well as the SSB to ensure they shut shop only by 1.30am.

Sources said that last month, a few hoteliers met Maria and complained that policemen were making cases at even 1.15am even though the closing timing was 1.30am. Maria has now given instructions to all police officers that

Amended Act bans dance in star hotels

The Mumbai police on Friday issued the Maharashtra government's Gazette notification regarding the amended Maharashtra Police Act of 2014 which prohibits any kind of dance in eating houses and permit rooms. Sources said the new Act, which came into existence on June 14 this year, even prohibits any kind of dance in four and five-star hotels.

"Earlier, four and five-star hotels were exempted. Last year, the state lost its case in the Supreme Court to ban dance bars in the state. After its appeal was dismissed, the state decided to bring a law banning dance bar," said a senior police officer.

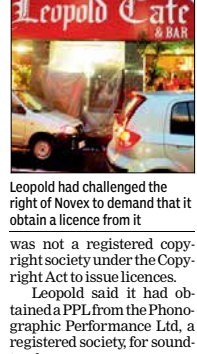
The SC had also pulled up the state as to why they were differentiating between beer bars and four and five-star hotels, prompting the state government to bring in the law. TN

Maria and complained," said Arvind Shetty, president of Association of Hotels and Restaurants (AHAR).

"Maria has rightly intervened and brought some relief," said an bar owner.

HC relief for eateries on licence to play music

Rosy.Sequeira
@timesgroup.com



Mumbai: In a relief for Colaba's Leopold Cafe & many other eateries, the Bombay high court has restrained a copyright administrator from issuing in its name public performance licences to play music, saying it can act only as an agent of the copyright owner.

Novex Communications Pvt Ltd manages copyrights for Yashraj Films, Shemaroo Entertainment and UTV Software Communications. Leopold had moved the HC after Novex demanded separate licence fees for telecasting Licence Cup for telecasting Licence Cup soccer matches.

Novex thereafter undertook not to represent, unless authorized, owners of the channel which telecast the matches.

Leopold also challenged Novex's right to demand that it obtain a public performance licence (PPL) from it to play music, saying Novex

was not a registered copyright society under the Copyright Act to issue licences.

Leopold said it had obtained a PPL from the Phonographic Performance Ltd, a registered society for soundtracks.

Leopold's advocates Virendra Tulzapurkar and Ramesh Soni showed documents on July 17 to prove that Novex had sought a PPL to be obtained. Novex's advocate J J Bhatt submitted sample licences, saying that in every case it acted as an agent and disclosed names of the right-holders. He said these licences indicate that the functioning of the society has been a vex". Further documents showed that Novex had mandated five restaurants to be obtained from it by incurring a licence fee of Rs 10,000. He said that the pending disposal of the case is in its pendency that the prevent as an agent copy

PIL urg 'superfl'

Rosy.Sequeira@timesgroup.com

Mumbai: A public interest litigation has been filed in the Bombay high court urging the scrapping of the "archaic" liquor permit system in Maharashtra that has engendered widespread violations.

A division bench of Justices P.V Hirdas and Anuja Pr...

No rollback of tax, hoteliers

Mumbai: The city's hospitality industry, including bars, restaurants and hotels, are upset with the Centre for ignoring their demand to abolish the service tax being levied over and above the VAT, in the Union Budget.

"Restaurant owners across India, including those in Mumbai, are protesting against the service tax being levied on them over and above the VAT as it hits business and also consumers. We had urged the NDA government to remove the double taxation," said a hotelier.

The Union imposed 12.5% on all partially exempted restaurants, which of the total 12.5% is a bill amount. The Centre held a meeting with hoteliers after the Parliament after hoteliers challenged the constitutional validity of the restaurant liquor—a p...

MARASHTRA ELECTRICITY REGULATORY COMMISSION
 Trade Centre, Centre No.1, 13th Floor, Cuffe Parade, Mumbai - 400 005
 Tel. No. 022 22163964/65/69 - Fax 022 22163976
 E-mail mercindia@merc.gov.in
 Website: www.mercindia.org.in/www.merc.gov.in

Case No. 90 of 2014

In the matter of
 the grant of Distribution Licence in Mumbai City and Part of Mumbai
 areas of Mira Bhayandar Municipal Corporation including area covered
 and Varsave which are contiguous with TPC's existing area of Licence]

Smt. Chandra Iyengar, Chairperson
 Shri. Vijay L. Sonavane, Member
 Shri. Azeem M. Khan, Member

Company Limited

ORDER

Applicant

Dated: 14 August 2014

F. No. 34/10/2013-TPD (Services)
 Ministry of Commerce & Industry
 Department of Commerce
 (Trade Policy Division)

Udyog Bhawan, New Delhi
 Dated: 11th July, 2014

Arvind Shetty,
 President,
 Indian Hotel & Restaurant Association (IHRA),
 Wadala Shriram Industrial Estate, Gr. Floor,
 Ambekar Marg, Near Wadala Telephone Exchange,
 Wadala, Mumbai-400031.

Subject: Two representations dated 24.06.2014 received from Indian Hotel & Restaurant Association regarding abolition of services tax on Restaurants & Hotels.

I am directed to refer to your letters No. ahar/150/2014 and 151/2014 dated 24.06.2014 regarding abolition of Services Tax on Hotels & Restaurants. After going through your letters it has been observed that the main issues raised by you are (i) paying of two taxes on the same amount, one to the Government as Tax/VAT and other to the State Government as Service Tax. (ii) Complication of

Scrapping of 'archaic' & 'obnoxious' liquor permit system

BOOZY RULES

Regular Permit For Indian Liquor Yearly ₹100
 Lifetime ₹1,300



Allowances

► A regular permit holder can, at any time, stock 12 units of foreign alcohol at home. A unit is 750ml of any wine or liquor.
 ► The permit holder can purchase 750ml of any liquor in a week.
 ► The permit holder can stock more than one hard liquor of 750ml in four bottles exceeding 750ml. For Indian quantity is

wholesale in different names from the excise department. "the actual consumption is checked

SC asks govt to free pavements, roads

TIMES NEWS NETWORK

New Delhi: The Supreme Court on Friday sought responses from the Centre and state governments on a PIL seeking to free pavements and roads from encroachment to provide citizens their right to free passage and free flow of traffic on roads.

A bench of Chief Justice R M Lodha and R F Nariman sought responses from 10 governments within 10 weeks on the PIL filed by NGO 'Voice of India' after Justice Dhanesh Jeshdhan

ements to file affidavits on the steps taken to implement the national policy on urban street vendors and the laws relating to vending and parking which were designed to provide demarcated and designated zones for hawkers.
 The petitioner alleged that there was hardly any space left on pavements for pedestrians who had to find their way through encroachments by street vendors, hawkers and parked vehicles. He said that civic authorities and governments had not taken even preliminary steps to remove the encroachments.

service upset

PA government had 2.36% service tax on or fully AC restaurant bill. Already VAT of charged on the entire

eral high court has of service tax by the to be unconstitutional. challenging the constitutionality of service tax on restaurants licensed to serve provision introduced

भारत सरकार/Government of India
 पर्यटन मंत्रालय/Ministry of Tourism
 होटल और रेस्टोरेंट प्रभाग/Hotels and Restaurants Division

सी १ हुटमेंट्स/C-1 Hutments,
 डलहौजी रोड/Dalhousie Road,
 नई दिल्ली/New Delhi 110011
 तिथि/Date: 26.08.2014

फाइल/File No.: 3 TH I (21)/2010

सेवा में/To

The President

Indian Hotel and Restaurant Association (IHRA),
 B-2, Wadala Shriram Industrial Estate, Gr. Floor, G.D. Ambekar Marg,
 Near Wadala Telephone Exchange, Wadala, Mumbai 400031.

विषय/Subject: Suggestions on behalf of the hotel industry, sent to the Hon'ble Prime Minister.
 महोदय/Sir,

I am directed to refer to your letter no. Ref ahar/141/2014 dated 05.06.2014 received through the Prime Minister's Office reference no. 14/3/2014-PMP-3 July-05 dated 11.07.2014, FSSAI Act, and Service Tax. Copies of your letter are herewith being forwarded to the concerned ministries dealing with the subject. The copies of the letter are being forwarded to the Ministry of Labour for Labour Laws amendments, the Ministry of Health for FSSAI Act amendments, and the Ministry of Finance for Service Tax amendments.

प्रणव प्रकाश/Pranav Prakash
 सहायक महानिदेशक (एच एंड आर)/Asst DG (H&R)

कॉपी/Copy to:

1. Secretary, Ministry of Finance, Department of Revenue, North Block, New Delhi 110001 with copies of the above letters for information and kind action.
2. Secretary, Ministry of Health & Family Welfare, Department of Health & Family Welfare, Nirman Bhawan, C-Wing, New Delhi 110001 with copies of the above letters for information and kind action.
3. Secretary, Ministry of Labour and Employment, Shram Shakti Bhawan, Rafi Marg, New Delhi 110001 with copies of the above letters for information and kind action.
4. Section Officer, Prime Minister's Office, New Delhi with reference to PMO ID No. 14/3/2014-PMP-3 July-05 dated 11.07.2014, received in this Ministry on 06.08.2014.

प्रणव प्रकाश/Pranav Prakash
 सहायक महानिदेशक (एच एंड आर)/Asst DG (H&R)

SUNDAY HINDUSTAN TIMES, MUMBAI
 AUGUST 03, 2014

metro 07

Vegetable prices continue to soar, tomatoes cost ₹100 a kg

RESTAURANTS SUFFER Hoteliers have asked the government to take steps to cut down prices

HERE'S WHAT YOU PAY

Item	Wholesale rates in ₹/kg	Retail rates in ₹/kg
GREEN CHILLIES		
TOMATO	60	120-160
CARROT	56-60	80-100
CUCUMBER	16-24	60-80
CALIFORNIA	14-18	60
ONION	10-12	40
SPINACH	18-20	30
BROCCOLI	16-18	20-25
CORNBLOSSOM	4-5	15-20

in large numbers. "The prices have risen and hence we are facing a price rise," said the

of green chillies, the price is attributed to the fact-off places like Maharashtra and Andhra Pradesh

because of the shortage in Maharashtra.

Hotels and restaurants in the city have asked the state government to take steps to control the prices, as it has been adversely affecting their business. "If things continue in this manner, we will

be left with no alternative, but to hike our prices," said Arvind Shetty, president, Indian Hotels and Restaurants Association (IHRA). "We are maintaining the price just to sustain our customers as we cannot afford to hike prices at regular intervals," he added.



Healthy Living

by Neha Singh

Eating is not only an art, cooking and choosing food are sciences that are very vital for the proper functioning of your body. What is life without spice, and what is wealth without health?

Remember that your mind is directly connected to the food you eat. So in order to have a fit body, you must also have a fit mind, and that can be possible only if you strive to eat well.

The food that we eat is a very important tool in our aspirations for a fit body, mind and intellect equipment. What you eat literally adds or subtracts from your health quotient. So, be mindful of what you ingest, as it affects even the way you think. In Vedic times, food was considered an important facet of the daily grind of each human being. Traditionally, India has kept up with the trend to eat healthy food, so everything an Indian eats, he does so with the most important issue of health in his mind.

Good food not only needs to look good, it should also taste good. A healthy meal is one that balances out all the different minerals, foods, proteins and fats that the body needs to function well. We also tend to give up fats totally from our diet. But the truth is that certain fats are very necessary for the proper functioning of the body.

Vitamins and minerals are very important, and you get them in good measure from vegetables and fruits. For the

protein in your diet, you can eat the whites of an egg, but it has been proven that animal protein is not necessary for the protein content required in our bodies. Since our intestines are not that long, humans have been trained to be vegetarian since a very long historical time.

You can get your protein in-take from sprouts, lentils and pulses, which are very healthy if sprouted. You can make salads and curries with sprouts in mind. It is noteworthy that they also taste very good. You should also remember to use spices which have proven to be very useful in all types of bodily infections.

Turmeric, ginger, cinnamon, basil, thyme, the list is endless. Spices increase the metabolism of your body and most of them are highly useful against inflammations of any kind.

Fruits are also important, and you should have a bowlful of various fruits everyday. The importance of cereals is also worth mentioning. While whole wheat cereals are ideal for virtually any body type, certain processed cereals do have plenty of reasons to be avoided. Processed food, inorganic food, food with labels, organically modified foods, and foods with a lot of pesticides are very bad for health.

Brown rice, or rice with a partial husk is also very good for your body. It not only fills you up, but it also provides all the nutrition value your body requires. So eat well and work well. That should be your goal as you add on the years.



Mobile Apps and on-line ordering can help Indian restaurant industry grow

by G. Subramanian

For hotels to expand their customer base, they need to now increasingly depend upon social media and use mobile apps to reach consumers. The mobile telecom boom in India is an ideal opportunity for the hotel industry to increase contact with customers, which aids in brand development based on decisions made according to demand and feedback. While almost all hotels now have websites and at least one social media channel, many have yet to adopt mobile technology. This puts them at risk for being left behind as customers seek lodging sites they can access while on the go. Ensuring that hotel businesses are not only optimized for search engines but also have mobile apps for android and non-android devices is important for brands to remain competitive.

For several years, about half of all local searches have been conducted using mobile technology. In the first quarter of 2014, searches on mobile devices surpassed desktop internet searches. This

suggests that mobile apps are not just a convenience anymore, they are necessary for hotels to remain in business. Customers now expect to find the information for which they search whenever they have to urge to access it. This generation is all about spontaneity and obtaining desired information immediately, on the spot. As far as the internet is concerned, they do not generally believe in the notion of delayed gratification.

Remaining competitive means pleasing all segments of the population. Research shows that many people searching for lodging often wait until they are already traveling before looking for hotels. Therefore, mobile apps are critical for attracting new business. Additionally, consumers today expect to remain in a relationship with the businesses they use most. This means they can continue interacting with businesses sites from anywhere, on any device, at any time. Hotels that do not meet the needs will find themselves struggling to maintain customer loyalty and to attract new consumers.

Another important function of mobile apps is obtaining feedback. Most consumers who provide information about their satisfaction with a hotel, do so using mobile devices immediately after checking out. Many people also use mobile apps to complete what they consider non-crucial tasks while moving around. While they may not take the time to provide detailed information about their satisfaction with their stay after returning home, they will do so while on the run.

Restaurants and Hotels need a comprehensive social media strategy which includes mobile apps in order to ensure repeat business, to attract new customers and to receive feedback regarding customer's response to their stay. Establishments that don't provide the impetus for the public to access their social media sites and ensure continuous customer engagement will quickly find their bottom line negatively affected. While it may be necessary to hire a technology consultant to construct a mobile platform, the results will justify the costs.

VISA Platinum Credit Card

- Service charges 1.50% per Month on rolled over amount
- Free credit period on all purchases with No Finance charges
- No Admission Fee and No Annual fees in the first year



PREPAID gift CARD

- Flexible denomination from Rs. 250/- to Rs. 50,000/-
- No issuance charges
- Lock-in facility to the card account



INTERNATIONAL Travel PREPAID CARD

- Stand by card in case of emergency
- Issued with No Charges
- Minimum load USD 200



For Details Contact Nearest Branch Call Toll Free No 1800 4254059 (or) Mobile No.: 84999 15500. | www.andhrabank.in



North Indian, Mughlai and Indian-Chinese surging ahead

by S. Suchithra

A survey of Indian diners some months ago proved Chinese, Mughlai and North Indian delicacies to top the tastes of casual and frequent Indian diners. The reason is simple: Mughlai and North Indian dishes are available for both, vegetarians and non-vegetarians and can mostly be eaten with a variety of Indian breads such as roti, naan, paratha, kulcha and others.

North Indian food itself is a fusion of various cuisines—from deep valleys and slopes of the Himalayas to sandy deserts of Rajasthan, lush green fields of Uttar Pradesh and robust landscapes of Punjab. It also draws shades from the Mughlai cuisine which was introduced into India by the Mughal rulers around 600 years ago. The Mughals trace back their origin to parts of the erstwhile Soviet Union and their diet was based on the large selection of grains, meats, spices and fruits available through the empire. Iranians, Turks, Arabs and Afghans also influenced North Indian cuisine. Arriving in ancient India as traders or invaders, settlers from these countries brought in their rich culinary styles and adapted them to make best use of indigenously available produce such as basmati rice.

The same can be said for what popularly sells in India as Chinese food. Though original, ethnic Chinese food is rather bland albeit healthy, the stuff sold in India is barely Chinese and draws little or no influence from the land of

the dragon. The Indian-Chinese food is a fusion of what settlers from the Far East made with indigenous produce of the country. The hard working Chinese community in cities such as Kolkata prepared original Chinese food for their compatriots. However, with rapid urbanization, these Chinese settlers spread their businesses to other parts of India going as far as deep down south. To adapt to local tastes and palates, they adapted the ethnic Chinese cuisine to offer a more pungent, spicy flavor preferred by Indians. Over the years, Indian-Chinese food became a cuisine in its own right. While original Chinese cuisine does not consist of breads, those in India prepared dishes with gravy that can be eaten with an assortment of Indian bread.

The reasons these three cuisines remain popular among Indian diners are simple to understand. Most Udipi style restaurants feature Indian-Chinese, Mughlai and North Indian dishes on their menu. A large number of these dishes come with richly prepared curries and gravies or sauces. They can be easily consumed with bread. North Indians also spread their cuisine to other parts of the world by opening traditional 'dhabas' in places as distant as the US and Australia. With the younger population continuing to remain large spenders on eating out, these trends in food are set to continue.



Cooking Time

Kusum

Time



Most Favored Spices
Since 1972.

Kusum
masala 



Off.: Kusum House, T-II, Cama Estate, Goregaon (E) , Mumbai - 400 063.
Tel. : 022-26851595/ 26851598 / 26851835 • Email : info@kusumspices.com

Tasty Khana ... Rozanaa.

Health trends force industry to innovate

by S. Suchithra

Anationwide movement toward healthier eating is forcing restaurants to mix in new ingredients, panelists said.

As guests evolve and adopt different eating habits, restaurant operators are best served to monitor trends closely and then innovate their offerings to meet consumer needs.

A nationwide movement toward healthier eating is forcing restaurants and their suppliers to tweak their strategies and mix in new ingredients, according to experts on a panel at the recent show titled, "Winning Through Food: How Food Innovation Has Become Top Restaurant Companies' Weapon Of Choice."

"Innovation is doing something you haven't seen before or doing something that hasn't been done that way before," said Greg Dollarhyde, CEO of Veggie Grill, a chain of fast-casual restaurants based in Santa Monica, CA, that offers a 100 percent plant-based menu. "Imagine trying to make craveable food 100 percent out of plants—no mayonnaise, no eggs, nothing."

Before Veggie Grill, Dollarhyde worked with T.G.I. Friday's, where he said the chain began serving potato skins before any other restaurant was doing potato skins. Friday's also added fajitas early on, which Dollarhyde said led to a Tex-Mex trend nationwide.

"Innovation can start whole industries," he said. "For example, yogurt recently was re-innovated. Was the yogurt that much better? Sort of, but the innovation came from doing it fresher."

At Donatos Pizza, innovation is used to ensure the 150-unit company stays consistent with its product. Jane Grote Abell, chairwoman of the board at Donatos, said her father invented a device to ensure pepperoni is cut at the exact same thickness each time.

"How do you keep the quality the same so the customer has same experience again and again?" Abell asked.

A big challenge the panelist said the industry faces is determining

how far out to look when measuring trends. While it's important to stay nimble and tweak menus to adapt, it's also critical for restaurants to have a long-term strategy of between five and 10 years, Abell said.

For example, Donatos is latching on to the current bacon craze by promoting bacon as a topping and including it in more menu items. But at the same time they are acknowledging the overall healthy eating trend and are serving a gluten-free "take and bake" pizza as well as setting a goal to reduce the amount of sodium in Donatos products.

"Our five-year strategic plan is to make sure we are doing things to make our products healthier for consumers," Abell said. "I want my kids to eat our pizza and feel healthy about it."

At Jamba Juice, innovation goes past the food menu and into all areas of the 800-unit company, according to chief innovation officer Susan Shields. Jamba Juice recently held a company-wide innovation challenge fair where each department presented ways to meet customer needs better, faster or more completely.

Shields said Jamba Juice typically looks out about two years when monitoring trends. Recently, the company noticed a rising popularity of coconut water and a general trend toward healthy "mocktails." So it introduced a pina coloda coconut fruit refresher "that is taking off," Shields said.

"We had to order more coconut water," she said. "We were listening to the consumer and were nimble enough to adapt."

Dollarhyde suggested restaurant operators extend their innovation to their supply partners and allow partners to do some of the improving as well.

"There is a lot of innovation going on in plant-based foods," he said, including "an amazing almond milk-based brie."

"Let your manufacturer do your innovating for you," Dollarhyde advised.

VISA Platinum Credit Card

- Service charges 1.50% per Month on rolled over amount
- Free credit period on all purchases with No Finance charges
- No Admission Fee and No Annual fees in the first year



PREPAID gift CARD

- Flexible denomination from Rs. 250/- to Rs. 50,000/-
- No issuance charges
- Lock-in facility to the card account



INTERNATIONAL Travel PREPAID CARD

- Stand by card in case of emergency
- Issued with No Charges
- Minimum load USD 200



For Details Contact Nearest Branch Call Toll Free No 1800 4254059 (or)
Mobile No.: 84999 15500. | www.andhrabank.in

Test us to Trust us

Before you make the purchase decision of an apartment in M'lore

Visit LAND TRADES projects or just call us | **+91-9880742159**
+91-7829912169
+91-9845084866

Presenting Premium & Affordable Projects

MAURISHKA PALACE



Kadri Kambla Road

Atlantis



Bendoorwell Main Road

Roopali



Bendoorwell Main Road



M.G. Rd.



Mannagudda Rd.



Alvares Rd., Kadri



Morgans Gate Rd.



Shivabagh Main Rd.



Bejai Main Rd.

CREDIBILITY

Transactional Clarity

QUALITY & SERVICE

Construction Quality & Promising Service

DESIGN & ARCHITECTURE

Premium & Affordable

The **1st** ★★★★★
CRISIL Star Rated Real Estate Company in
Mangalore



CREDAI
MANGALORE

ISO 9001 : 2008
FM 588579

Email: info@landtrades.in ; sales@landtrades.in

Phone: 0824 2425424 / 2423866

India emerging fast as Ready To Eat, Ready To Cook food market

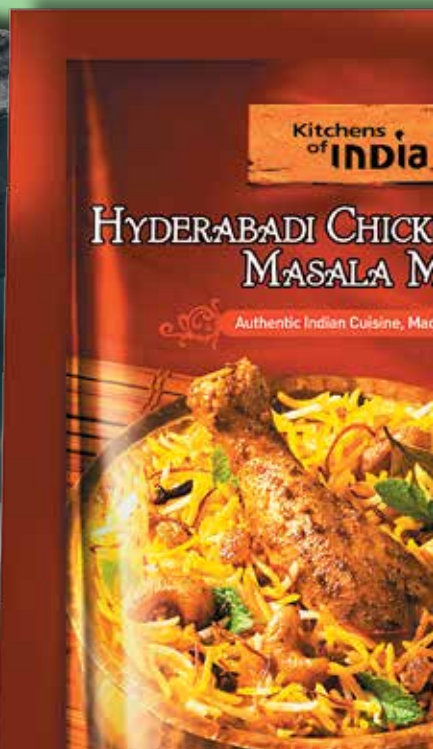
by S. Suchithra

India is fast emerging globally as one of the largest market for Ready to Eat and Ready to Cook foods. A glance at the shelves or any superstore or the neighborhood grocer will bear ample testimony to this fact: the number of brands offering Ready to Cook noodles, soups, rice preparations, curries, spices and other stuff has grown exponentially. And so has the number of Ready to Eat food including plain, stuffed, spiced 'parathas', 'samosas' and other traditional Indian curries and gravies.

The country is no stranger to Ready To Eat and Ready To Cook foods. The story dates back to

1970s when the Maharashtra Agriculture and Food Corporation, commonly known as Mafco, launched an array of sausages, salami, ham and other products on a large scale in metros such as Mumbai and Pune. Also available in those years were Ready To Eat products such as Chicken-Tomato Paste which made yummiie sandwiches. Earlier, these categories of foods were offered by smaller, lone operators with outlets in specific areas of Mumbai and other cities.

Though Mafco can be considered a pioneer in India's Ready To Eat and Ready To Cook food business, the nation, with



its diverse heritage has several dishes, especially sweets and savories that can be conjured up in a ziffy.

Mafco's success was followed by many others across India. In mid 1980s, Nestle, a global giant launched Maggie noodles. This was fiercely competed by other brands, with some of them offering noodles in Styrofoam cups. While Maggie noodles required some basic preparation, the cup noodles came with sachets of flavor. All one had to do was pour boiling water into the cup containing noodles and the flavor mix, wait a couple of minutes and relish the hot, spicy, soup and noodle. Soon, more and more brands followed as India opened its economy to Multi National Companies (MNCs) who introduced a wide range of Ready To Eat and Ready To Cook foods.

Statistics reveal that the Ready To Eat and Ready To Cook food market currently stands at around Rs 3,000 Crore. However,

this figure is highly debatable and could be much higher since several local operators have emerged in the market offering products such as Ready To Cook dosa and idli mixtures, puffed rice, bhel-puri and other traditional dishes.

There are several reasons why the Ready To Eat and Ready To Cook food segment is witnessing a strong growth. One of them is migration. With rural pockets of India producing a large number of highly qualified persons, India has witnessed a migration of younger people from rural areas to urban and semi-urban localities for employment or business. Left with a choice of dining out daily or cooking themselves, these young people prefer Ready To Eat and Ready To Cook foods often supplemented by some fresh preparations.

Higher literacy rates among women and the dependence on extra income caused by

scorching prices of living in cities has caused both spouses to work. In such a scenario, Ready To Cook and Ready To Eat foods provide the easiest solution to feed a family and meet its nutritional demands. The exposure to foreign brands has also influenced Indian taste-buds as more and more people try and get taste of 'phoren' foods.

With these trends continuing to flourish, the Ready To Eat and Ready To Cook food business will witness an unprecedented boom in coming years. Whether the small and medium restaurateurs are ready to deal with this boom by offering fresh food at competitive prices remains a big question.



Marriott International Launches CANVAS, A Global Concept Lab for Food and Beverage industry

by Staff Reporter

In a move to harness the passion of a generation of food and drink entrepreneurs, Marriott International is launching CANVAS. The first-of-its-kind hotel industry program is a global incubator that will help hungry entrepreneurs realize their vision for amazing food and drink concepts in the company's hotels. The program builds on Marriott's entrepreneurial heritage dating back to 1927 when the company's founder J. Willard Marriott opened a nine seat A&W root beer stand in Washington, DC.

In a recent announcement, the company is inviting entrepreneurs, chefs, bartenders and artisans around the world to visit www.canvas-startup.com and pitch a food or drink concept for a select group of Marriott hotels, beginning with the JW Marriott Shenzhen (China) and Renaissance Phoenix Downtown. During the next six months, the number of locations will grow to approximately a dozen hotels across the globe. Committees of local restaurateurs, foodies, hotel owners and restaurant/bar experts will determine which entrepreneurs demonstrate the creativity, savvy and sound business plans to benefit most from this once-in-a-lifetime opportunity. Marriott will kick start the winning restaurant and bar concepts with resources, space, and expert support needed to flourish, while maintaining the autonomy of each winner to fully realize their vision. Upon six months of operations, each concept will be evaluated for success based on popularity and return on investment.

By taking a nimble, bottom-up approach, these proofs of concept are the first step in a renewed strategy to position Marriott as the premier platform for launching locally relevant, distinctive food and beverage experiences. As the program expands, Marriott will be able to attract, motivate and retain more talent, therefore creating a robust food and beverage idea pipeline. The goal of CANVAS is to deliver new and exciting restaurant concepts more quickly than the current hotel industry model.

In addition, CANVAS furthers Marriott's focus on the next generation of customers for whom discovering local culture and cuisine play a pivotal role, both in everyday life and in travel. It is estimated that Millennials will comprise half of business travel spending by the year 2020, according to Forbes.

"We believe the key ingredient of CANVAS is to marry



the best ideas of local entrepreneurs with Marriott's resources, space and capital that will transform ambition into action right inside our hotels," said Wolfgang Lindlbauer, global leader, Food & Beverage. "Just like travel, food and drink experiences today are about indulgence and discovery for modern travelers and local clientele alike, to savor, enjoy and share."

In a nod to the wildly successful Project Greenlight, Marriott will chronicle the dramatic journeys many of the individual winners face as they take their idea from a dream to reality in a series of documentary-style webisodes. From the determination to craft and submit a business plan, to the elation of being chosen a winner, to the challenges the winners face as they build and design their restaurant concept in partnership with Marriott, to the crescendo of opening night and welcoming the first guests.

Many people may not realize but Marriott's roots are in entrepreneurial food and beverage. With the advent of cold weather that year, Mr. Marriott and his wife Alice, who had learned how to make tamales and chili con carne from a cook at the nearby Mexican Embassy, began selling hot food that would later inspire a name change. The newly minted Hot Shoppes rapidly grew in popularity throughout the mid-Atlantic region of the U.S. well before the company opened its first hotel in 1957.

The Beer Cafe

by Staff Reporter

Beer chain 'The Beer Cafe' plans to open 75 more outlets, taking the number of shops to 100 in next two years, as parts of its plans to expand reach across the country.

The Beer Cafe' to open 75 more outlets in next 2 years Beer chain 'The Beer Cafe' plans to open 75 more outlets, taking the number of shops to 100 in next two years, as parts of its plans to expand reach across the country.

Beer chain 'The Beer Cafe' plans to open 75 more outlets, taking the number of shops to 100 in next two years, as parts of its plans to expand reach across the country.

At present, The Beer Cafe has 25 outlets in Delhi, NCR, Mumbai, Pune, Chandigarh, among other places.

"In next two years time, the number of our outlets will cross 100 mark," said The Beer Cafe, Founder and CEO Rahul Singh .

Asked how much investment will be required to open new outlets, Singh said on an average, an outlet requires capital expenditure of Rs 70 to Rs 90 lakh depending upon location for

opening.

"This fiscal, we will be opening 15 new outlets," he said.

The beer chain will focus on opening its new shops at Delhi, NCR, Punjab, Mumbai, Bangalore and Chennai, he said.

"In Punjab, we will add new outlets in Ludhiana, Mohali, Jalandhar and Khanna," he said.

Asked about size of the market, Singh said the size of Pubs, Bars, Clubs and Lounges (PBCL) segment, under which beer business falls, stood at about Rs 8,000 crore last year and it was expected to grow to Rs 13,500 crore in next five years.

Post expansion, the company eyes a topline of Rs 250 crore including 25-30 per cent sales from food.

"In the current fiscal, our sales are expected to reach Rs 65 crore," he said.

"It will be the only cafe in India with a range of 50 different varieties of beer from across 17 countries in the world," he said.





India is currently witnessing a beverage revolution of sorts. While all-time favorites, tea and coffee continue to dominate the industry, the trend towards better health has encouraged consumption of nutrient loaded drinks such as 'lassi' and 'chaas', fruit juices, milk shakes and health drinks, malted beverages and grain meal based drinks.

Consequently, most restaurants now have broadened the spectrum of beverages they serve. Most restaurants in metros including Mumbai now feature a juice stall where diners can order a fresh cocktail of various fruit juices or of the fruit or

vegetable of their choice. Those who have their breakfast at restaurants prefer malted beverages and milk shakes due to their nutritional values. Trends indicate, a bulk of diners prefer beverages during their meals hence, shifting the trend in favor of fresh juices, 'lassi' and 'chaas'.

The trend is expected to continue over the years thanks to higher literacy rates and increased awareness of health among Indians. The surge in Indian economy has led people towards sedentary lifestyles. Use of own vehicles has increased and online shopping has made life more comfortable. As a result, the overall effort



Juice It Up

by Staff Reporter

exerted by Indians in urban centers has dropped drastically. With less free time to spend on exercising or jogging, the urban folk are increasingly seen controlling their diet by replacing fattening foods with healthy ones such as fruit juices. With bumper harvests of fruits, juices have come within easy reach of the working class.

The Indian diner has also developed refined tastes while dining out. With social taboos related to alcohol vanishing over the years, women too are consuming specially made beverages that are a mix of liquor and fruit juice.

This in turn has led to

more and more chic bars and restaurants opening in cities and semi-urban areas. Restaurateurs have responded to this demand with equal gusto. Several seedy neighborhood bars have invested heavily in refurbishment and facelift of their premises to make them more appealing to families and the younger generation to enjoy alcoholic drinks in the company of friends. This, in turn has led to a surge in advertising of liquor brands across the board. Though liquor ads are banned in India, manufacturers advertize their products using proxies such as mineral water and the likes.

The opening of the

liquor segment has seen most major foreign brands make deep inroads into the Indian market. The discerning diner is now aware of various types of wines, flavors of alcoholic drinks and choices available, forcing restaurateurs and bar owners to offer a wider choice. Major imported brands can be seen vying with their Indian counterparts at any upscale bar and restaurant.

With a large number of youngsters migrating to cities and urban centers for employment or business, these trends in beverages are expected to continue for several years to come.

Evolution of Indian Food Connoisseurs

by G. Subramanian

Wider exposure to international cuisines has led Indian to be more experimenting with food. Food habits, in general are culture specific. But in the last few decades dynamic changes have occurred due to the fast growing economy, a shift from traditional to modern technologies, globalisation, industrialisation, constant travels across the world, evolving tastes and increased demands for “fast” and processed foods throughout our country.

Planning exotic meals, offering food under various unique discount schemes and making special menus for every occasion has become a culture in the country. In fact some believe Indian cuisine has contributed a lot in shaping international relations.

Indians have become adventurous with their culinary choices, being well travelled and having had the chance to savour myriad cuisines. Indian cuisine too has been taking on modern flavors and ‘modern Indian’ cuisine is the new buzzword in food connoisseurs.

Indians have always been much acquainted with food and by each passing day their love for food has become stronger and the research shows that the reason why India is getting more than a dozen restaurants daily is simple. Food business today has become a good area for the

investors to invest. Be it a recession or growth period- the demand for good food will never go down.

The Indian cuisine is almost as diverse as the entire European cuisine, because of the four different main regional styles: the North Indian cuisine (the regions Benaras, Kashmir, Mughlai, Punjab and Rajasthan), the South Indian cuisine (regions Andhra, Kannada, Kerala and Tamil), East Indian cuisine (regions Assamese and Bengali) and Western India cuisine (regions Gujarat, Maharashtrian and Malwani). The northern part of India is mostly rural, although it contains large cities such as Delhi and Calcutta, thus its cuisine is more agricultural than anything, wheat being a primary constituent of this region’s dishes. Southern regions however trend to be more exotic, spicier in their dishes and rice is a constant ingredient in their food. To give the taste of their main dishes, North Indians use onions and coriander whilst southerners use a more exotic coconut base for their dishes.”

Indian food and its taste changes with each passing demography and its differences derive from various local cultures, geographical locations and economies. Indian cuisine is also seasonal and utilises fresh produce. In fact, food from one region may actually be totally alien to a person from another region.

VISA Platinum Credit Card

- Service charges 1.50% per Month on rolled over amount
- Free credit period on all purchases with No Finance charges
- No Admission Fee and No Annual fees in the first year



PREPAID gift CARD

- Flexible denomination from Rs. 250/- to Rs. 50,000/-
- No issuance charges
- Lock-in facility to the card account



INTERNATIONAL Travel PREPAID CARD

- Stand by card in case of emergency
- Issued with No Charges
- Minimum load USD 200



For Details Contact Nearest Branch Call Toll Free No 1800 4254059 (or)
Mobile No.: 84999 15500. | www.andhrabank.in

ई-मेल /E-mail: acc.compliance@epfindia.gov.in

दूरभाष /Telephone : 011-26172672

फैक्स /Fax : 011-26103100



कर्मचारी मविष्य निधि संगठन

श्रम मंत्रालय भारत सरकार

Employees' Provident Fund Organisation
(Ministry of Labour, Govt. Of India)

मविष्य निधि भवन, 14-भीकाजी कामा प्लेस, नई दिल्ली .110066

Bhavishya Nidhi Bhawan, 14- Bhikaji Cama Place, New Delhi – 110066

www.epfindia.gov.in , www.epfindia.nic.in

PF UPDATE

No. Co-ord/3(6)2011/Amendment Scheme/

Date: 28.08.2014

To

All Additional CPFCs (Zones)
All Regional PF Commissioners
In-Charge of Regional/Sub Regional Offices

28 AUG 2014

Subject : Gazette Notification on enhancement of statutory wage ceiling to Rs. 15,000/-, minimum pension of Rs. 1,000/- per month and 20% additional relief on the amount of assurance benefit admissible under EDLI Scheme, 1976 - regarding.

Sir,

Instructions were issued vide Head Office letter dated 14.07.2014 (placed at Sl. No. 268 of the circular segment of the website), dated 23.07.2014 placed at Sl. No. 289 of the circular segment of the website) and dated 01.08.2014 (placed at Sl. No 311 of the circular segment of the website) wherein field offices were directed to start preparatory activities pending issue of notification on the above subject.

2. Now, the Government of India, Ministry of Labour & Employment issued notifications enhancing statutory wage ceiling from existing Rs. 6,500/- to Rs. 15,000/-, fixing minimum pension of Rs. 1000/- per month and 20% additional relief on the amount of assurance benefit admissible under EDLI Scheme, 1976 . The copies of the said notifications are enclosed herewith.

3. All the Additional CPFCs (Zones) and all Regional PF Commissioners, In-Charge of Regional / Sub-Regional Offices are requested to ensure implementation of the said notifications in letter and spirit.

Enclosure: As above

Yours faithfully,

(P. K. Udgata)

Additional Central P. F. Commissioner-I (Compliance)

Copy to:

1. Chief Vigilance Officer
2. FA & CAO
3. All Additional CPFCs, Head Quarters.
4. Director (NATRSS)
5. All Additional CPFCs Grade-I & Grade-II, Head Office.
6. Director (Audit)
7. Director (Official Language) for Hindi translation.
8. All Officers, Head Office
9. All RPFCs In-Charge of Zonal Training Institutes.
10. All Deputy Directors (Vigilance), Zones
11. All Deputy Directors (Audit)
12. RPFC (NDC) for web upload.
13. Web Administrator for web upload.
14. PS to CPFC for information.

(P. K. Udgata)

Additional Central P. F. Commissioner-I (Compliance)

For full PF Circular vist www.ahar.in

VISA Platinum Credit Card

- Service charges 1.50% per Month on rolled over amount
- Free credit period on all purchases with No Finance charges
- No Admission Fee and No Annual fees in the first year



PREPAID gift CARD

- Flexible denomination from Rs. 250/- to Rs. 50,000/-
- No issuance charges
- Lock-in facility to the card account



INTERNATIONAL Travel PREPAID CARD

- Stand by card in case of emergency
- Issued with No Charges
- Minimum load USD 200



For Details Contact Nearest Branch Call Toll Free No 1800 4254059 (or)
Mobile No.: 84999 15500. | www.andhrabank.in

*Conditions Apply

अतुल्य! भारत

Incredible! India



Mountain train, Ooty

For tourist information on India, please contact: Indiatourism, (Ministry of Tourism, Govt. of India),123 M . Karve Road, Opp. Churchgate Station, Mumbai 400 020, Tel 022-22074333/34, Email: indiatourism-mum@nic.in, Website:www.incredibleindia.org.

AHAR Hospitality published by Shashikant Shetty on behalf of Indian Hotel & Restaurant Association (AHAR). B-2, Wadala Shriram Industrial Estate, G.D. Ambedkar Marg, (old Katrak Road), Wadala, Mumbai - 400 033. Printed at Indigo Press (india) Pvt. Ltd., Plot No. 1C-716, Off Dadoji Kondadev Cross Road, Byculla (E), Mumbai - 400 027. Editor: Shashikant Shetty, (C). Allrights reserved. Reproduction in whole or part without permission of publisher is prohibited. Applied for RNI (MAHENG13358/13/1/2013-TC).

Disclaimer : Readers are recommended to make appropriate enquiries and seek appropriate advice before sending money, incurring any expenses, acting on medical recommendations or entering into any commitment in relation to any advertisement published in this publication. AHAR Hospitality doesn't vouch for any claims made by the Advertisers of products and services. The Printer, Publisher, Editor, and Owners of AHAR Hospitality shall not be held liable for any consequences, in the event such claims are not Honoured by the Advertisers.

IS 4447:1994



CM/L-7566590

FoodGuardTM

The Safest Food Preservative

Add Life & Vigor to your Food Products

Colorless • Odorless • Tasteless

*Introducing
500gm
Pack*



SIDDHI TRADE ENTERPRISE

9A, Chandra Niwas, Marol Church Road, Off Leela Galleria, Marol, Andheri (E), Mumbai - 400 059.

Tel.: 022-29259073 / 29203447 • Mob.: 8879449746 • Email: info@siddhitrade.co.in



Your perfect partner in finding the best place for you to do your business

- ◆ Urgently required 1000-1500 carpet, 1500-2200 carpet and 3000-3500 carpet area for MNC food chain across Mumbai.
- ◆ Parties having HOTEL LICENSE would be an added advantage.
- ◆ Also wanted properties on rent or lease for retail sector all over Mumbai.

Contact us on
+91-8451040950/60/70 between 11am & 5pm

Free

E-mail : **solutions@quadassets.com**

Register as an INDIVIDUAL, BUILDER, BROKER

www.quadassets.com