



AHAR

Hospitality

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From the Associate Publisher's Desk



Dear Esteemed Members,

The time is up for the big game the year end bash. Of course the momentum in the Hospitality industry is at its peak despite few odds such as uncertain Govt. policies and the pan to fire situation such as increased power bill, extreme shortage of skilled and unskilled man power, Govt's policy for more hawkers means low traffic to organized eateries. Despite all odds the Udupi Hotels are doing justice to their patrons by serving the right food at right price. The feel good factor and Modi momentum is making its round in every walk of business still the market is yet ushered up for the big bang which is still under the carpet.

Nevertheless Acha din aagaya and the industry can look forward to a more transparent and more efficient leadership in centre and state. And at AHAR, the new and young team will bring the much need kudos to the association and the industry alike.

We wish the new team headed by Shri Adarsh B. Shetty all the best.

Send your feedback at info@forevernews.in

Wish you all A Happy New Year 2015.

S. Suchitra



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Dear Members

As you are all aware, the festive season is fast approaching. The perspectives and challenges faced by the hospitality, food and beverage industry are also rapidly changing as the Indian economy gains momentum due to considerable influx of Foreign Institutional Investment (FII) and Foreign Direct Investment (FDI) in the hospitality sector at an unprecedented pace.

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 of 5.3 percent is directing us towards a better days or "Acche Din" ahead.

India ranks as the third largest economy globally on basis of Purchasing Power Parity (PPP). This growth is propelled by the large and booming middle class youngsters and will continue to be so for a considerable period.

Against this backdrop, the AHAR is trying its best to ensure justice and relief to its members through a series of court cases filed by the organization collectively, on behalf of its members.

These include cases ranging from various issues related to Service Tax and Dance Bars in the Supreme Court, challenging certain impractical Draconian clauses in FSSAI and Excise Fees Hike (2014-15) in Bombay High Court and Minimum Wages Act writ petition being heard at Nagpur High Court. AHAR has also appealed

From Managing Editor's Desk...



India ranks as the third largest economy globally on basis of Purchasing Power Parity (PPP).

against the levy of CSS (Cross Subsidy Charges) and RAC (Regulatory Asset Charges) in the Supreme Court and the Appellate Tribunal, New Delhi. Apart from these cases, AHAR has been regularly filing numerous writ petitions against imposition of 'Dry Days' arbitrarily by the authorities during elections or festivals and getting decrees in its favour. We hope, these actions will help draw the attention of policy makers and lawmakers, since the hospitality industry is always at the receiving end. In this context, due corrective measures should be vetted out, AHAR asserts.

I am confident that Association members receive our group publications such as AHAR Hospitality, AHAR Connect and the regular updates on the AHAR website on matters pertaining to hospitality industry from time to time.

Suggestions for improvements and contribution of contents for the above publications from the members are always welcome.

We have covered some must read articles in this edition for the benefit of all our members while looking forward to boost our membership and connect with every possible segment of the industry. The article on the origin of ubiquitous 'Idli' is research based which connects to the real heroes of our industry. It makes us proud to be the followers and innovators.

The beautifully laid center spread carrying the news and photos is pertaining to the 35th AGM, one of the most talked about events of the year in the hospitality industry. It offers an in-depth coverage of all areas of the event.

The article by Dr. Rashmi Kolhe, an eminent Food Technologist, on how natural colors are healthy compared to the synthetic colors and its usage in the restaurant industry is apt for the time as connoisseurs are attracted by appearance and aroma of food. It always enhances their dining experience. The youth which constitutes the bulk of restaurant customers, are very particular about the overall appeal of the menu offered. They constitute the pillar of our booming middle-class society. Hence, the article on food

color serves as a reality check for food quality too.

The write-up on fast vanishing 'Mumbai's Irani Cafes' serves as an eye-opener to other hoteliers since the hospitality industry is witnessing rapid changes at an unprecedented pace. Even then, the tastes of Irani Tea and variety of Cakes, Caramel Custard, Cane Chairs, Marble Table-tops with colorful glasses on the sides are very much afresh in our mind. To ensure that AHAR members are able to meet the future challenges of changing food habits, fast vanishing 'Mumbai's Irani Cafes' is a 'must read' article.

The 35th AGM & and the annual AHAR Hospitality Expo was a grand success with the support and active participation of all the members, exhibitors, members from fellow Associations and the media. This year, the visitor profile too saw a quantum leap in terms of business and visitors. Overall the AGM & Expo was a grand success and saw a huge jump in the revenue.

I request all our members to support our sponsors in every possible manner to make AHAR and our Events examples of astounding success. This year too Mr. Sudhakar T. Shetty, VP Zone IX and AGM Chairman was the driving force behind the team which clinched the best possible deals and took us to new, higher levels of accomplishment.

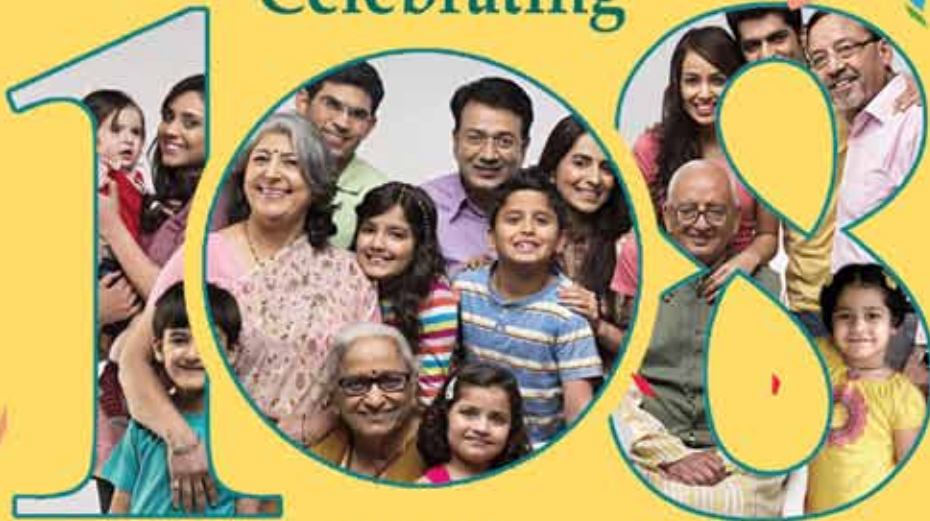
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In service to AHAR

Bhaskar K Shetty
Managing Editor
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Dear Members,

I am pleased to address you in the last quarter of the year which incidentally happens to be the end of my tenure as president of this esteemed organization and together with my team; I had the satisfaction and privilege of serving AHAR to the best of my abilities.

At the outset, I would like to thank all the members, advisors, managing committee members, sub committees, sponsors & vendors for making the 35th AHAR AGM, Seminar and the AHAR Restaurant Business Trade Exhibition a huge success.

We have initiated the process of approaching the Union Ministers including the Honorable Prime Minister Narendra Modi for addressing the various issues affecting the growth of the hotel & restaurant industry through a detailed petition. In response to our petition to PM Narendra Modi against bogus registrations of Street Vendors by the local administration, the Union Ministry of Housing and Urban Poverty Alleviation has instructed the Principal Secretary, Urban Development Department in Maharashtra to consider our suggestions during formulation of the State's Street Vendor Policy and also accommodate our representative in the committee constituted for the same. The Union Health Ministry has also assured our delegation of further

From the President's desk



The 35th AHAR AGM, Seminar and the AHAR Restaurant Business Trade Exhibition a huge success. Thanks to all member, participants, Exhibitors

amendments to the Food Safety and Standards Act of India, considering all issues highlighted by us through a detailed petition presented to them during the above mentioned meeting in New Delhi.

Similarly, we have been vigorously pursuing with the State Government and the Local Administration to simplify archaic laws and license conditions since the

last few years and the fruits of our efforts are visible with ease of doing business now under serious consideration with the State and Union governments. It is only the beginning of a journey before we reach our objectives for an environment of 'Minimum Government- Maximum Governance.'

I take this opportunity to place on record and acknowledge the huge contributions made by some of our outgoing office bearers who will be relinquishing their office this year. Our Honorable Treasurer Shri Nitin R Shetty, who has been very stingy when it came to spending the association's resources but was very generous on matters relating to the benefits of the members.

Shri Shailendra Shetty, the towering VP Zone I was instrumental in increasing membership tally in his zone from day one. Shri Gangadhar N Shetty, VP Zone II, a very resourceful office bearer with the right connections at the right place was always available during any crisis. Late Shri Prithviraj S Shetty, VP Zone IV, the youthful and the energetic office bearer whose young life was cut short by the cruel hands of fate depriving AHAR of a future leader. Shri Vilas Jhaveri VP Zone VII, one of the most popular office bearers, who had livened up many gatherings with his wit and humor. Shri Shivaji Shetty, VP Zone VIII, was always available to alleviate the

problems faced by the members in and around his zone. We remember his efforts in protecting the members from the highhandedness of an overzealous ACP during his tenure. Shri Satish R Shetty, Honorary Joint Secretary, who lived life to the fullest, may be counted upon to undertake any task for the benefit of the members.

It would not be out of place to express our deep gratitude to Shri Shivanand Shetty, Shri Shashikant Shetty, Shri Pradeep Jain, Shri Guruprasad Shetty and Dr. P V Shetty, members without any posts or portfolio, for their valuable support and timely contributions.

I appreciate and thank from the bottom of my heart each and every member, office-bearers, advisors, sub committees and the staff at the AHAR office who have always provided me unstinted support, without which perhaps it would have been difficult to discharge our duties towards such a large and highly respected association.

I wish the newly elected President Shri Adarsh B Shetty and his Team a great year ahead and offer my wholehearted support in making AHAR a leading Association addressing the needs of the Hotel & Restaurant Industry.

Wishing you all a very Happy New Year

Arvind Shetty
President
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Dear Members,

The credit for the success of recently concluded 35th AHAR AGM is equally deserved by every member, advisors, sub committees, managing committee members and sponsors of the event. The knowledge gaining seminars were highly appreciated and the AHAR Restaurant Business Trade Exhibition with more than 60 stalls pertaining to the hotel industry drew thousands of new and repeat visitors. The exhibition proved to be a single point contact for the buyers and sellers with high impact. The success of the annual trade exhibition can be gauged by the fact that most of the exhibitors were participating since the last five years or more which reaffirms the success of the event.

The highlight of the AGM was the honoring of veteran hoteliers who were instrumental in forming AHAR and taking it to where it stands today, with the prestigious

From Hon. Gen. Secretary's Desk



I welcome the young and dynamic Shri Adarsh B Shetty as the incoming AHAR President.

'AHAR Life Time Achievement Award' presented to Shri M D Shetty and the 'AHAR Gaurav Award' to Shri Vasant S Shetty. Senior Hoteliers, Ex Office Bearers, children of employees who had excelled in studies, sports and other fields were also honored during this event, in accordance with our tradition.

I welcome the young and dynamic Shri Adarsh B Shetty as the incoming AHAR President. I am sure that he will take AHAR to the next level of success with his vast experience in the organization and his successful business ventures.

The contribution of the outgoing AHAR President Shri Arvind Shetty, a soft spoken person, needs no elaboration. His vision and foresight for AHAR was noticed when he chose to revamp the AHAR website (www.ahar.in) as one of his top priorities. He also initiated the process to publish a monthly newsletter 'AHAR Connect' apart from the quarterly magazine 'AHAR Hospitality' so that the mem-

bers get the information pertaining the hotel industry at a regular interval.

The data forms collections campaign resulted in obtaining the contact details and other information of more than 2,500 members which helped the office to send SMS messages to the members on real time basis. These attempts brought the members more closer and kept them connected to the organization at all times. His study and expertise in Service Tax and FSSAI has been an asset to AHAR. His inputs in the above subjects played an important role in the petitions filed against Service Tax and FSSAI.

We anticipate a lot for this industry from the New Government in Maharashtra. This industry, despite contributing crores of rupees to state, local body exchequers, has always got step motherly treatment. We hope through discussion, awareness this may be addressed.

With season greeting

Sukesh Shetty

Hon. Gen. Secretary
sukesh2205@gmail.com



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Are idlis a foreign dish?

A look at the controversy surrounding the favorite dish at Udipi restaurants. ■



By Bhaskar K Shetty

K T Achaya's theory is that idlis are a relatively recent introduction to India, and it might have actually come from Indonesia. He notes that the word might derive from 'iddalige', first mentioned in a Kannada work (Vaddaradhane) of 920 AD, but the indications are that this was made from an urad dhal batter only, which was neither fermented, nor steamed to fluffiness.

The Sanskrit Manasollasa of 1130 AD has 'iddarika', but again made from urad dhal flour only. It actually describes iddarika as made of fine urad flour fashioned into small balls and then spiced with pepper powder, cumin powder and asafoetida. In Karnataka, a century later, the idli is described as being 'light, like coins of high value.'

In Tamil, the 'itali' makes only a late appearance, in 17th century AD (in Maccapuram).

All these references, Achaya notes, leave out three key aspects of idlis: "the use of rice grits along with urad dhal; the long fermentation of the mix; and the steaming of the batter to fluffiness."

Then how did the modern idli evolve?

Achaya contends that only after 1250 AD are there references to what seem to be idlis as we know them. Achaya's contention

is that this absence from the historical record could mean that idlis are an imported concept — perhaps from Indonesia.

But again, why Indonesia?

Hindu kings from Indonesia, a country where fermenting is quite common, often came to India between the 8th and the 12th centuries, looking for brides. The cooks with them, suggested Achaya, brought the technique that changed the character of this breakfast delight. Indonesia has a long tradition of fermented products, like tempeh (fermented soy cakes), kecap (from where we get ketchup) or something called kedli, which Achaya says, is like an idli. This is plausible enough given the many links between Southeast Asia and South India, through Hindu rulers and traders.

Is that the only version of the story??

No. Many critics also contend that just because of the absence of literature of a particular dish cannot rule out its existence in a region. (They so badly want idli to be Indian ;). Remember the Kannada book which had 'iddalige'--(Read above)--Some linguistic experts say, Many old words appearing in the Vaddaradhane, but extinct now in modern Kannada, are existing still in Tulu even now. Like "muttukadi", "baikam" (Baikampadi) etc. Apparently, old Kannada and Tulu shared many words at that time; maybe they also shared rice dishes like iddli (iddalige). We are handicapped by the absence of Tulu texts dating back to 10th C. AD or older ones. Compare this with the numerous leaf based steam cooked Tulu rice dishes similar to iddli in technology. However it is difficult to trace the antiquity of these leaf-wrapped precursors of idlis.

Since leafy vessels are more primitive designs than the more modern iddli cooking vessels, so many would argue that these Tulu dishes like moode, gunda, kotte etc., were the actual ancestors of the modern idlis.

Ok- they might be ancestors, but not the real deal right. So we are now left to believe Iddli is indeed a gift from the Indonesians. And here is why.

Its all about fermentation...

Whether imported from Indonesia or invented in India, it's worth noting how unique the idli fermentation process is. Its sometimes assumed that it's like bread fermentation for bread, so it could be facilitated by yeast. Restaurants abroad often do this, as Mumbai hotelier V V Kamat discovered while working as a young man in a London restaurant. But as he notes in his lively autobiography, titled Idli, Orchid and Will Power, "the idlis made there were like stone." He surreptitiously started making them the proper way, leaving unleavened batter to ferment overnight, and the problem was solved.

This extraordinary phenomenon is explained by Harold

McGee, a food science expert- Leavening is often thought of as just being a matter of producing gas bubbles, through chemical substances like baking powder, or biological ones like yeast. But as important as making bubbles is trapping them, which is what elastic gluten proteins do in bread made from wheat. Rice has little gluten, so something else is needed and this McGee suggests is provided by bacteria similar to the ones that make yoghurt, which work in idli batter alongside gas producing organisms to thicken it enough to trap the bubbles. Yeast might work too fast, producing bubbles that would escape because the batter wasn't thick enough yet. Only overnight fermentation would result in the perfect light, slightly sour batter that is steamed to made idlis. Light, wholesome, low in fat, well balanced between carbs and proteins, perfectly textured to absorb spicy sauces like sambar or cool chutneys.

So apparently, we Indians did not know of this fermentation process till the Indonesian kings came to find brides. And as usual, we embraced the dish and the process and made it our own.

Oh..We did not have vessels too

Another reason purported in favour of idlis immigration is the lack of steaming vessels in India in 7th century AD. Remember Xuan Zang, whose exploits we had to painfully mug up during our history classes, was categorical in stating that India did not have a steaming vessel. (Who knew travelers would actually take note of vessels?)

But then again, critics say that steaming can be achieved by much more simplistic techniques. Like tying a cloth on top of any vessel used to cook with boiling water in it essentially works as steaming. Now, I think from time immemorial people had been doing just that. Chinese started with bamboo steamers. So do you really need vessels to replicate steaming process?

Chutney powder to go along with.. (aka addendum)

I actually set out to search for idli like foods in other cuisines and was surprised to find almost all of them had some kind of steamed cake and some even fermented too. It will take a whole new post to document that.

So I thought I will concentrate my efforts on just Indonesian cuisine- Does a 'kedli' exist which Acharya said is the ancestor or sibling of Idli?

Unfortunately, I could not find any kedlis there. Though I found Bura, rice cooked in coconut milk, served with spicy coconut powder.

Ok, it looks more like rectangular idli-ilayappam, but don't

we also eat idlis with chutney powder? If you know of more similar dishes, especially in Indonesian cuisine, do comment.

Idlis are also offered as nivedyam (food offering) on Ganesh chaturthi day (in some parts of India, especially South) - although the special idli is made from paccha arisi (raw rice), deviating from the norm, since the commonly made idli from puzhungal arisi (pre-cooked, rice par-boiled with the husk) is considered "impure" as it violates the principle of offering only fresh made things in cooked food to the Lord.

Kanchi Paramacharya also offers a



philosophical twist to the whole idli conundrum.

"The term iduthal (in Tamil) refers to keeping something set and untouched. We call the cremation ground idukaadu (in Tamil). There we keep the mrita sarira (mortal body) set on the burning pyre and then come away. The term iduthal also refers to refining gold with fire. The (Tamil) term idu marunthu has a similar connotation: a drug given once without any repetition of dosage. In the same way, we keep the iddly wet flour on the oven and do nothing to it until it is cooked by steam."



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Controlling restaurant FOOD COSTS



By S. Suchithra

In the super-competitive world of restaurant food distribution, prices change constantly, and it's common for an invoice to show a price that's above or below the contracted price. In many cases restaurant costs can be driven down materially simply by comparing what the company SHOULD BE paying for products vs. what it ACTUALLY IS paying.

Restaurant chains typically use one of four strategies to deal with vendor product price management:

- 1 Have their accounting team compare actual invoice prices to contracted prices**
- 2 Have their restaurant managers double-check invoice prices against a vendor price sheet**
- 3 Use a back office solution to automate the comparison, generate alerts and remediate the discrepancies**
- 4 Don't have a strategy: cross their fingers and hope for the best**

The first option is fairly common when there's enough manpower in the office. It can work well, and though manpower can be expensive, the savings often make it worthwhile. More problematic

is that this option leaves room for human error (it's a shame to make errors when trying to fix errors).

The second option puts a knowledgeable manager to work doing a purely mechanical task; his or her time may be better spent circulating through the restaurant improving food production operations, reducing waste and training people.

The third option is highly efficient, though it requires an expert implementation of a restaurant back office software system. While return on investment can be outstanding, typically adding 2-5 percent of food sales to bottom-line profits, this strategy requires a commitment to operational discipline from the entire restaurant chain, top-to-bottom.

Whichever method your company prefers (except #4!), it's important that it's executed for every order, every day. Because as with so many things, getting the basics right day after day is the key to better restaurant food cost management.

Courtesy: <http://www.restaurantbusinessonline.com>



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ಬೋರಿವಿಲಿ: ವೆಸ್ಟರ್ನ್ ಎಡ್ಜ್ 1, ಮಗಧಾನೆ ಬಸ್ ಡಿಪೋ ಎದುರಿಗೆ, ವೆಸ್ಟರ್ನ್ ಎಕ್ಸ್‌ಪ್ರೆಸ್ ಹೈವೇ, ಬೋರಿವಿಲಿ (ಪೂರ್ವ) ಮುಂಬೈ - 400 066.

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ನೋ. ಕಛೇರಿ: ಮೆಟ್ರೋ ಕ್ಯಾಷ್ ಆಂಡ್ ಕ್ಯಾರಿ: ನಂ. 26/3, ಕೈಗಾರಿಕಾ ಹೊರವಲಯ, ಎ' ಬ್ಲಾಕ್, ಸುಬ್ರಹ್ಮಣ್ಯನಗರ, ವಾರ್ಡ್ ಸಂ.9, ಯಶವಂತಪುರ, ಬೆಂಗಳೂರು - 560 055

35th AGM of AHAR



Shri. Arvind Shetty

If you are an Hotelier/Restaurateur in Mumbai, you have definitely not missed the **AHAR – AGM** but in the unlikely event you happened to missed it, let us take you through the same. The day started on a pious note with a Pooja and the inauguration of the **annual AHAR Restaurant and Trade Exhibition** by **Shri Arvind Shetty**, President – AHAR in the presence of office-bearers and

members of the association who were present in large numbers. 60 stalls displaying various products pertaining to the hotel industry participated in the exhibition. The annual exhibition has always been instrumental in bringing the Suppliers and Hospitality Industry together for their mutual benefits. This B2B exhibition has given an opportunity to hoteliers/restaurateurs to meet directly with the manufacturers and suppliers of various innovative products for the Hospitality industry.

Knowledge Seminar - Organisations usually run on set rules. If you want to run a successful business, you have to ensure that rules and regulations are understood and adhered to. During the Seminar on 'Staff Welfare', **Shri Rajesh Parvatia**, a senior executive from ESIC, narrated various salient features of the current rules and regulations of ESIC as well as the claim procedures in a lucid manner. **Shri Parvatia** explained and answered all the queries raised by the participant members to their utmost satisfaction. **Shri Parvatia** asked the members to contact him at his office at Kandivili for any queries or redressal of any problems faced by them with respect to ESIC. At the end of the session, the members gained in-depth knowledge and were enlightened about the statutory requirements and various benefits it offers to the welfare of our employees.

United We Stand – Representatives from 20+ Hotel/Restaurant Associations across Maharashtra participated in the 'Interactive Session on Events of the Year' that followed the Knowledge Seminar. The discussions at the session centred on events of the year and the ways to tackle the challenges that faced the Hoteliers. Several office-bearers of various associations spoke on the occasion and offered their suggestions to deal with these crises.

No doubt, the leader today is **AHAR**. In order to get a pulse of the hospitality industry, you should have been present at the **AHAR – AGM** to see the grandeur of the event. The whole day was abuzz with hectic activities.

As per convention, after the traditional lighting of the lamp by Advisors and the Office Bearers, the 35th AGM began with the Hon. Gen. Secretary **Shri Sukesh Shetty** presenting the 34th AGM Report & minutes and the Accounts for the period 2013-14 & the Appointment of Statutory Auditor **M/s Y R Shetty & Co.** for the 2014-15 was presented by Hon. Treasurer **Shri Nitin R Shetty** for approval. The house unanimously approved the proposal.

A PowerPoint presentation by **Shri Arvind Shetty**, President - AHAR that described the entire year's journey that enthralled the public was the real highlight of the evening. The audience heard the President speak and articulate his viewpoint in rapt attention and wisdom.

He explained in detail the issues faced by the Hotelier community from the Local Authority, State and Union Governments. The local issues ranged from MCGM, Property Taxes on Hotel Rooms, LBT, Hawkers to State Excise, Simplification of Outdated Laws, VAT pertaining to the State Government and Service Tax, FSSAI and National Hawkers' Policy of the Union Government.

The President explained various steps taken by **AHAR** to counter these issues and the challenges faced by the Hotel Industry. He also presented an insight to the way ahead in the days to come. The audience offered a spontaneous standing ovation to accept his exhaustive study

and expertise in the subject about which he spoke logically and sans reservations.

You can't go ahead on the road to success without honouring the people who work hard on a daily basis. So, nine senior hoteliers from Mumbai were felicitated on that day for their contribution to the hotel industry. Children are and will always be the future of the nation. On that day many brilliant children who excelled in their studies and sports were also recognized and awarded prizes to honour their hard work.

How can **AHAR** forget their own Office-Bearers who have always strived hard ignoring their own business interests to alleviate the problems faced by their fellow hoteliers. Ex Office-bearers, who had relinquished their post earlier, **Shri Shashikant Shetty**, Ex Hon. Gen. Secretary **Shri Vijaykumar Shetty**, Ex VP, Zone - V and **Shri Prasad M Shetty**, Ex Hon. Jt. Treasurer were honoured for their contribution to the association during their tenure. **AHAR** also felicitated two such Vice Presidents and their Teams who have gone out of their way in discharging their duties. **Shri Sudhakar T Shetty**, VP Zone IX and **Shri Sunil Patil**, VP Zone VI were honoured in the presence of their Team.

The best way to make sure that you are on the path to success is by honouring your stalwarts. **Shri M D Shetty**, who has been in the hotel industry for almost six decades, was honoured with a '**Lifetime Achievement Award**'. **Shri Vasant Shetty**, Ex-VP – AHAR, another remarkable senior hotelier, was awarded the '**AHAR Gaurav Award**'. **Shri Niranjan Shetty** was the '**President's Nominee for Special Award**' for his immense contribution towards the activities of **AHAR**.

No day is complete without the right people informing us about how any industry should run. So many leaders and eloquent speakers gave the audience their viewpoints. **Advisors Shri Datta Kadamji, Shri Santosh R Shetty, Shri A B Shetty, Shri Chandrashekar K Shetty and Shri**



Mr. Chandrashekar & Ms. Satwika Shetty compering the event

Narayana Alva spoke on the occasion. **Shri M D Shetty** spoke about the circumstances under which **AHAR** was formed in the year 1979.

Mr. Chandrashekar Shetty and **Ms. Satwika P Shetty** bringing glitter and sparkle to the colourful event with their skills as MOC which enthralled the audience throughout the evening.

You can't conduct an event without the right monetary support. So the sponsors of the event were ubiquitous and every pie that they contributed made a difference. **Metro Cash and Carry** was the event sponsors and **M/s United Spirits &**

Pernod Ricard India were the co-sponsors. **M/s Pet Pooja** was the Associate Partner and the event was powered by **Coca-Cola, Pepsi, VKL, Ruchi Soya and Land Rover**.

The event was a resounding success with more than 3,000 hoteliers visiting the whole day event and more than 1,200 Hoteliers attending the **AHAR - AGM**. The purpose of any event is to educate and inform the audience, and on that day, the audience left asking for more.

The day ended with an elaborate cocktail and delicious dinner for all the attendees and guests.



Office Bearers from fellow Associations addressing the gathering at the Seminar

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AHAR admires Industry Doyens



Shri M. D. Shetty being conferred the 'AHAR Lifetime Achievement Award'



Shri Vasant Shetty being conferred the 'AHAR Gaurav Award'



Shri Niranjnan Shetty being conferred the 'AHAR President's Nominee Award'



Seminar ESIC

The VPs & their teams who made a mark



Shri Sudhakar T Shetty, VP, Zone IX with his team



Shri Sunil Patil, VP, Zone VI and their respective teams both adjudged the best Zones of the year 2014.

CSR activities

AHAR Felicitates Meritorious Students



AHAR felicitates Ms. Akshita V Hegde



AHAR felicitates Ms. Yogeshwari Siddhrama Gowda



AHAR felicitates Mr. Rishabh Vinod Kandari



AHAR felicitates Ms. Yamuna Rana Libahadur



AHAR felicitates Ms. Shrinidhi Sanjeeva Poojary for excellence in sports



AHAR felicitates Mr. Mayur Premnath Shetty



AHAR felicitates Master Chirag Chandrasekhar Shetty for excellence in sports

Felicitations



AHAR felicitates Shri Shashikant Krishna Shetty, Hon. Gen. Secretary 2011-13 during the 35th AGM.



AHAR felicitates Shri Vijaykumar Shetty, VP-Zone-V 2009-2013 during the 35th AGM.



AHAR felicitates Shri Prasad Shetty, Hon. Joint Treasurer 2011-13 during the 35th AGM.



Stall at Exhibition

Medical Camps



Some of the Free Complete Health and Eye Check-up Camps held at various Zones during the year for the benefit of Hotel employees.





Incoming President's Message

Dear Members,
I would like to take this opportunity to thank all the members for electing me unopposed as the President of AHAR, one of the largest and most respected Associations in India,

always in the forefront for the rights of hotelier members. I hope I will be able to live upto your expectations and lead the organization following the legacy of our past presidents and office-bearers who have toiled hard to bring this organization to this level of recognition all over India. I have learnt a lot as Vice President and committee member from my seniors in the organization and have set a goal and vision

for the organization which I wish to accomplish during my tenure.

This is a period of change. Everything is changing. The governments are changing; thoughts are changing and AHAR will also change. AHAR has to make its identity more distinct and visual. Brand Building is important. We need to emphasize on brand building and raising funds. We have to work hard and make strategies to make our association more vibrant financially strong in the days to come.

Once again I thank everybody for keeping faith in me and sincerely seek your support, love and affection in all the endeavours undertaken by AHAR.

Adarsh Shetty
President (2014-15)
AHAR



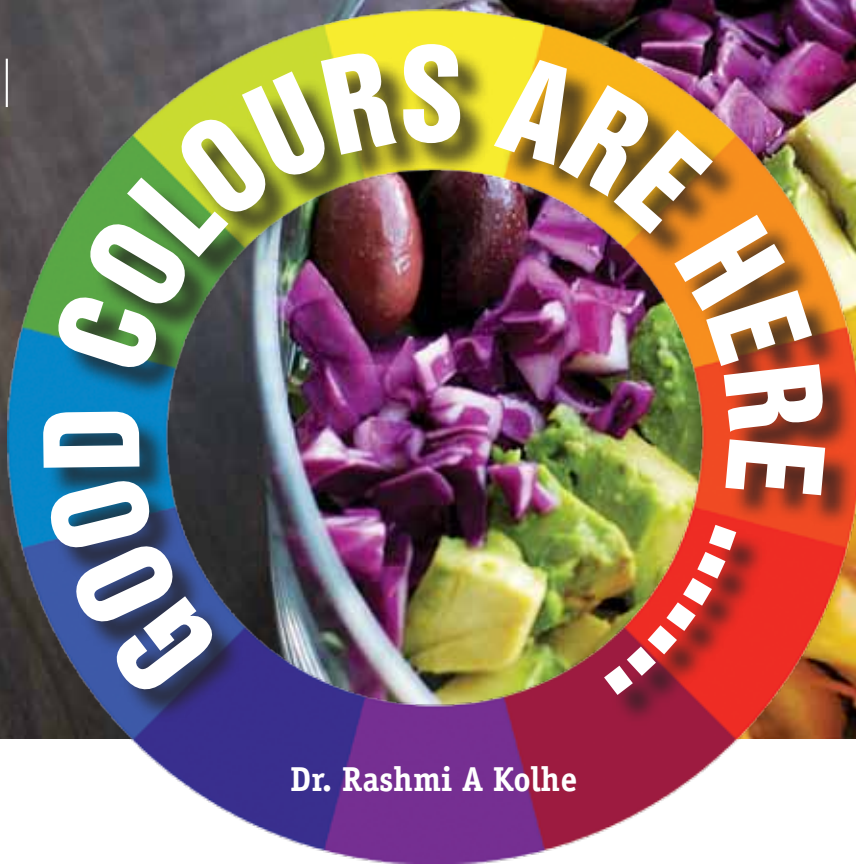
Shri Adarsh B Shetty being felicitated by Advisors - seen along with Immediate Past President Shri Arvind Shetty to his right and Advisor Shri Sudhakar Shetty to his extreme right and Advisor Shri Chandrahas Shetty to his left.



Shri Adarsh B Shetty being felicitated by Zone V Team members during the joint meeting held on December 19, 2014 at Bunts Sangha Annex.

The promising new AHAR Team 2014-15





Dr. Rashmi A Kolhe

Colour is closely related to identity of any food product. We associate spinach with green, apple with red and orange with orange colour. Nature has provided us with a great and diversified range of natural colours including but not limited to hues from yellow to purple. Even in today's biotechnologically advanced world, we are still not yet ready to accept a blue lemon or purple apple or yellow pomegranate; because we strongly correlate colour of fruit with its specific taste and flavour.

Colours help to judge the quality of fresh produce and also make our food appealing and attractive. Natural colours have been used from ancient times (until 19th century) in various areas like colouring of arts and paintings, textile, foods, festivals (holi), cosmetics etc. The synthetic food colour industry was born accidentally (like many other inventions!!) in 1856, when the first synthetic colour, mauvine, was discovered accidentally by Sir William Henry Perkin, who was trying to form an anti-malaria drug (quinine). These colours soon became popular; were cheaper and more stable in food preparations and were over enthusiastically used by then food industry. Naturally the misuse was equally rampant. Their toxicity was never tested; as a result, there were increasing incidence of food poisoning. To regulate the use of colour additives, first strong initiative was taken by UK during 1875 which was later followed by The US at the beginning of 20th century.

Today, in India, the use of synthetic food colours is regulated by Food Safety and Standard Authority of India (FSSAI) and



not all food grade synthetic colours are permitted for use in all foods. Regulations are quite strict with provisions of substantial penalties for noncompliance.

Colours are mostly added to processed foods for technological reasons; e.g. to maintain uniform colour in final product, to improve existing colour of product, to provide colour to colourless foods (Pepsi soda would be transparent like water without adding dark brown colour and it was a miserably flop product by Pepsi when it introduced a "Crystal Pepsi" in year 1992. The reason was simple- consumers associated Pepsi cola with dark brown colour and had a deep rooted notion in mind that "Real" cola is always dark brown!).

Let's take a closer look at these colours and find out if they are they really harmful as we consider them?

Broadly, colours can be categorised in two classes depending on their origin: **1. Synthetic colours** (obtained from coal tar and petroleum products); **2. Natural colours** (obtained from plants, animals, insects, minerals E.g. Plants- Black grapes, beet root, red chillies, turmeric, carrots, marigold, saffron, gardenia etc. Insects source: Cochineal extract- bright orange in colour; & Carmine- vivid red in colour. It is rarely used in Indian market. Plant based colours are more popular.

Synthetic colours:

These were first produced from by-products of coal processing (hence "coal-tar colors.") Today, they are made from petroleum or coal sources. They can be used in beverages,

dry mixes, baked goods, confections, dairy products, pet foods, and a variety of other products. Many developed countries are allowing very less use of selected synthetic colours in their food products and are voluntarily adopting natural colours due to health concerns.

As per FSSAI, following synthetic colours are permitted in India for use in selected foods:

1. Red - Ponceau 4R, Carmoisine, Erythrosine (associated with hyperactivity in kids)
2. Yellow - Tartrazine, Sunset Yellow (adverse effect on activity and attention in kids)
3. Blue - Indigo Carmine, Brilliant Blue
4. Green - Fast green (Not permitted in USA & Canada).

Maximum permitted limits in India (FSSAI) -

The maximum limit for these colours as per regulation is normally in range of 100 -200 parts per million (ppm i.e. 100 – 200 mg/Kg or L) depending on the product.

In spite of the stringent regulatory norms, malpractices and overuse of synthetic colours is commonly seen possibly due to lack of awareness. Owing to its synthetic origin, these colours are not so safe when consumed in excess amount poses a serious health risk. We also need to understand that if a colour is permitted by regulatory authority doesn't mean that it is allowed in all the products.

Small children and the old age population are more vulnerable to the effects. Number of research studies have demonstrated the possibility of synthetic colours creating allergies in some people, hyperactivity in children and also are carcinogenic in nature. As they can trigger hyperactivity or ADHD (Attention-Deficit/Hyperactivity Disorder) symptoms in sensitive children; a recent study says that "food colour elimination from children's diet is a potentially valuable treatment approach for ADHD."

High levels of erythrosine (Red colour) intake are closely related to thyroid tumours'. A study conducted by National Institute of Nutrition in 1992-93 in which school children consuming a particular brand of aniseed (sauf) exhibited symptoms of glossitis of tongue found that sauf contained high levels of Ponceau 4R (Red). Even today we are unknowingly consuming good quantity of variety of colourful (pink, red, green, brown, white etc) aniseed at home and restaurants too.

Apart from that we are eating colours through variety of products like biscuits, cakes, confectionary items, soft drinks, juices, sweetmeats, ice creams and many more like that. Nobody is aware how much colour they are consuming and whether their bodies have capacity to tolerate it. The Average Daily Intake (ADI) values as suggested by Joint WHO/FAO expert committee, give some idea about "how much is safe for general population" The ADI varies from 0.1 mg /Kg body weight for erythrosine (red), 4 mg/Kg body weight of Ponceau 4R (red), to 25 mg/ Kg body weight for fast green.

It is very much possible to exceed the ADI (Average Daily Intake) values especially by children. E.g Lets consider a child of 20 Kg body weight consumes 300 ml of coloured fruit

flavoured drink. As per standards maximum limit for red is 200 ppm (i.e. 200 mg in 1000 ml, Ponceau red

ADI - 4 mg/Kg bw). Hence, the child can safely tolerate 80 mg of this colour per day coming from all the foods he consumes. Whereas he is getting 60 mg from this drink (single source). Other foods will also add to colours consumption. So in a way they are normally exposed to frightful levels of colour. Moreover, if erythrosine is used in the same drink (ADI 0.1mg/Kg bw); then the child is exposed to 10 times more risk. To prevent the adverse effects it is important to eat less of coloured foods or select the products containing natural colours.

Natural Colours:

Today there is a global trend of increased health awareness and selection of safe foods. Natural colours are more in demand as they are safe and have added nutritional benefits e.g. paprika extract imparts red colour and antioxidant (slows down aging) properties to food. Mainly used in dairy products, beverages, cereal, pickles, sausages, confectionaries, ice cream, bakery and savory products All the medicinal properties of turmeric can be obtained from curcumin – yellow colour. It is used in skin care and hair care cosmetic products, ayurvedic preparations for various health benefits. Beta carotene (orange colour from carrot) is a tonic for our eyes. Developed countries are one step ahead where they are also using natural food colours in infant toys, crayons, textile and printing handcrafted papers. The trend is slowly reaching India too.

Today, the natural colours are available in range of colours, with better stability towards heat, light and acidic conditions and relatively cheaper than before. These colours provide more natural look to product as compared to its synthetic counterparts which imparts artificial brighter look.

To summarise, Natural colours is the future of food colours as predicted by industry experts, preferred by consumers and due to shrinking permitted synthetic colours list by regulatory authorities of various countries. Use of synthetic colours is safe only when a person is not prone to allergies and similar reactions and when it is consumed within safe limits. Set of synthetic colours permitted in European Union is different from those permitted in the US. Does that means the colours that are safe for EU population are not safe for the US population!

Natural colours might be little costly but they are also packed with health promoting components which makes them worth buying. So before casually munching on that coloured sweetened sauf, just try doing this. It's worth! Take a glass of water and add a small spoon full of coloured sauf to it and watch the magic. Soon the colour will get dissolved in water and a dark coloured sherbet will be ready!!! & you thought you were just eating the sauf.

Be Colour safe. Be Natural !!

(Author is expert Food Technologist with a decade of experience and active member of Association of Food Scientist and Technologist, Mumbai Chapter. She can be reached through email: dr.rashmikolhe@gmail.com).



First Planet Hollywood beach resort to open in Goa by December 2014 end

Resort only the second of its kind in the world

By G. Subraamanian

The Wyndham Hotel Group, the world's largest hotel company with approximately 7,540 hotels and part of Wyndham Worldwide Corporation has signed a franchise agreement with MJM, a large conglomerate with a multi-faceted presence, for the first Planet Hollywood hotel in India.

The Hollywood-inspired theme hotel, expected to be operational by the end of 2014, will be only the second in the world after Planet Hollywood, Las Vegas.

Located on Goa's unspoilt southern coast, Planet Hollywood Beach Resort is a 115-room and 15 luxury tent resort situated on the white sands of Uttorda Beach at South Goa. The property is a tourist's paradise with its low-rise architecture depicting elegant Goan style, splendid landscapes, dramatic sculptures and gorgeous art works. The most breath-taking features of this beach front luxury hotel, however, are its tropical gardens and the coconut orchard that spans beyond 10 acres. The perfect destination for a bespoke vacation, it caters to a wide variety of travellers.

Deepika Arora, regional vice president, Indian Ocean, EMEA for Wyndham Hotel Group said, "We are thrilled to welcome Planet Hollywood Beach Resort Goa into our Hotel Group family and to one of India's premiere destinations. We look forward to a successful partnership with MJM and to continuing to expand throughout India."

With large indoor and outdoor banqueting facilities, Planet Hollywood Beach Resort Goa also serves as one of the most romantic destinations to tie the knot. It offers an array of services including breath-taking sunset ceremonies and cocktail parties by the pool. In addition, the property will feature a mix of eclectic boutiques, a fitness centre, spa, pools and yoga retreats. The thriving party scene will draw guests back each holiday season.

With uber-comfort and luxurious services, Planet Hollywood Beach Resort Goa will replicate the same style as its sister prop-

erty in Las Vegas, typically decorated with movie memorabilia including props from famous films. Moreover, with an amalgamation of various international and Indian cuisines at its various restaurants, Planet Hollywood Beach Resort Goa will provide world-class dining options.

Sachin Joshi, Managing Director, MJM group said, "We are truly excited about setting up a world class hotel with a world class partner. The company's formidable scale and expertise as a global brandbuilder will meet our endeavour to further enhance the aesthetic value of Goa. Given its features, we are looking forward to Planet Hollywood being a landmark destination in Goa. The brand's 'Let there be fame' philosophy means guests at the property will be treated like celebrities."

Wyndham Hotel Group, part of Wyndham Worldwide Corporation (NYSE: WYN), is the world's largest and most diverse hotel company with approximately 7,540 hotels and 650,200 rooms in 71 countries under the hotel brands: Wyndham Hotels and Resorts®, Ramada®, Days Inn®, Super 8®, Wingate by Wyndham®, Baymont Inn & Suites®, Microtel Inn & Suites by Wyndham®, Hawthorn Suites by Wyndham®, TRYP by Wyndham®, Howard Johnson®, Travelodge® and Knights Inn®. In addition, the company has a license agreement to franchise the Planet Hollywood Hotels brand and provide management services globally.

All hotels are independently owned and operated excluding certain hotels which are owned or managed by an affiliate of Wyndham Hotel Group. Wyndham Rewards®, the guest loyalty program of Wyndham Hotel Group, is the world's largest lodging loyalty program as measured by number of participating hotels. It offers over 37 million members the opportunity to earn valuable points for qualified stays at more than 7,000 hotels in 50 countries. In addition to free stays, members may redeem their points for hundreds of reward options.



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एलआईसी का हो साथ, तो फिक्र की छोड़े बात

AHAR members can make successful forays abroad through franchising

by Staff Reporter

During the past decade or so, India has witnessed massive investments in the fast food segment- especially with local firms tying up with Multi National Companies (MNCs) to bring in reputed foreign names to India. Brands which the Indian consumer had only heard of earlier or seen abroad such as McDonald's, Subway, Pizza Hut- to name some- are now household names, not only in cities but also in semi-urban and rural areas.

These popular foreign brands have entered the local markets in India and abroad through a simple business technique called franchising. Meaning, they have tied-up with one or more partners in India and permitted them to open restaurants and food outlets of the brand.

Franchising is no stranger to India. The first and foremost food franchiser to have successfully done business in India was the US-based global soft-drinks brand, Coca Cola. Coke, as it is commonly known, dominated the Indian beverage market for decades until government policies forced the company out in 1977. However, the firm returned with a wholly owned subsidiary in 1993 and appointed bottling partners nationwide. The runaway success of Coca Cola and its brands can be estimated from the fact that the company will invest a whopping US\$ 5 Billion in its business in India up to 2020.

Huge investments in the fast food and fine dining segment by MNCs are expected in coming years as the Union government liberalizes its Foreign Direct Investment (FDI) policies in various sectors.

What does this entail for the Indian restaurateur?

The Indian restaurant sector largely consists of unorganized large, medium, small and micro operators- ranging from plush restaurants to street-side food stalls. Most of these restaurant owners, especially in cities such as Mumbai, have so far neglected advertising as an integral part of promoting their business even as MNCs continue their onslaught, advertising their "yummy" and "value meals" to the Indian masses via the print, digital and electronic media. Primarily, because MNCs are pouring in millions of dollars in expanding their footprint across the length and breadth of the country- something that the large Indian but disorganized Indian food industry cannot match.

As a result, traditional Indian restaurants, or more specifically, 'Udupi' restaurants in Mumbai, are expected to take a hit in their profitability unless they take drastic measures such as countering the MNC invasion. And of the steps suggested for launching this counter-offensive against the foreign fast food juggernaut is taking

the battle to the proverbial enemy camp. This is possible only if large and medium operators from Mumbai unite under the banner of an organization such as the Association of Hotels and Restaurants of India and combine their efforts to make forays into foreign markets through franchising.

Success stories:

Indian restaurants opening franchise outlets abroad may not be widespread at the moment, but a start has already been made, which should provide the much needed stimulus to Mumbai-based restaurateurs.

Some of the popular Indian restaurants operating via franchising abroad include celebrity chef Sanjeev Kapoor's, 'Khazana', 'Yellow Chillies' and 'Options' brands will soon expand into the US and Europe after successful forays into the Middle East. Café Coffee Day is planning a huge expansion in Europe and Middle East as well as the US.

Some other companies also following suit are Dosa Plaza, Chawla's Chicken and Rameshwar's. Brands from South India having a franchises abroad include 'Saravana Bhavan', 'Dasaprakash', 'Kamat's', 'Taj Rasoi', 'Arya Bhavan', 'Sukh Sagar' and 'Bharathi' to name a few.

Other food franchisers abroad include Haldiram's sweets who have successfully captured a large segment of Indian packed food abroad. Also in fray are 'Bombay Bhelpuri' and 'Kadahi' chains run by smaller operators.

The need for AHAR members to open franchise chains abroad:

The Ministry of Overseas Indian Affairs estimates there are an astounding 2.2 Crore persons of Indian origin with foreign nationalities and Non Resident Indians living in 220 countries in almost every inhabited continent in the world. The highest concentration of Indians can be found in North America, Australia, Europe, Middle East and the Far East. With Indian companies in the IT and pharmaceutical sectors, among others spreading wings in South America and Africa, this number is set to grow exponentially over the next five years.

In comparison, the number of Indian restaurants available to these Persons of Indian Origin are few, with the highest concentration of Indian food outlets existing in the six Arabian Gulf states- Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. However, Indian restaurants abroad, with the exception of small eateries ubiquitous to the Middle East, tend to be expensive. And most Indian restaurants in foreign countries are forced doctor the recipes of traditional Indian dishes to ensure they are not spicy and appeal to myriad foreign palates.

In such a scenario, AHAR members can do well by opening food outlets abroad, offering everything from traditional north and south Indian snacks to the mainstay of Udipi restaurants- the 'Thali' or 'Rice Plate' which contains a variety of Indian vegetarian and non-vegetarian preparations or dinner and lunch buffets.

Advantage Udipi:

As compared to freelance Indian operators abroad, who have to rely upon foreign restaurant crew due to non-availability of adequate Indian staff, Udipi restaurants have an advantage: workers from the Mangalore-Udupi region of Karnataka are easy to find. Trained chefs are also available in abundance. And Udipi restaurants can serve fast food such as 'Idli', 'Dosa' various kinds of 'Vadas' and other delicacies within the same time period as taken by foreign fast food restaurants.

With India witnessing an economic boom since the last over two decades, foreign nationals have converged on Mumbai and have carried the taste of India back home- both, of north and south Indian food. With the Indian Rupee taking a heavy beating over major foreign currencies over the last couple of years, the number of budget and high-end tourists visiting India has shown a significant increase. And their taste buds have been tantalized by the exotic tastes and aromas of Indian food- both veggie and non-veggie. These foreign nationals definitely crave for an Indian taste abroad, as will be evident if one looks at the number of covers generated by any Indian restaurant abroad.

Easier licensing abroad:

Unlike India, most countries, barring the Middle East, are liberal in licensing restaurants regardless of their ethnicity, provided they meet the strict health and hygiene standards of the country. Licensing is also not a major hurdle in the Arabian Gulf, though the six states there have stricter norms, especially where serving alcoholic beverages is concerned. Most foreign countries have more or less, a single window clearance policy for foreign food chains and the same advantage can be availed by AHAR members willing to go that extra mile and enter lucrative markets abroad.

Profitability:

As mentioned earlier, the Indian Rupee value has depreciated over major foreign currencies. Despite operating costs abroad, Indian restaurateurs can look forward to lucrative profits since they will be charging in foreign currency and remitting the money to India.

Hurdles:

For AHAR members to franchise abroad, hurdles do exist, as with any other business. One of them is the inconsistent supply of Indian products abroad and strict food safety norms of foreign countries. Further, Indian restaurants abroad are generally considered expensive abroad- something which the AHAR members can counter effectively by offering budget meals. Another hurdle is, most Indian restaurants abroad are well established despite being owned by small operators. Hence, AHAR members will face stiff competition in foreign markets. Yet, for the experienced AHAR restaurateur, competition is the very spice of business and those who have succeeded in an extremely competitive market like Mumbai can surely establish themselves abroad.

Need of the hour:

AHAR members need to draw a comprehensive plan for making for eating into the franchise cake abroad. This can be done by contacting Indian diplomatic missions abroad, embarking on familiarization and study tours to foreign markets where they intend to open shop and listening to feedback from foreign customers visiting their restaurants in Mumbai and its suburbs over issues such as taste, preferences and costs.

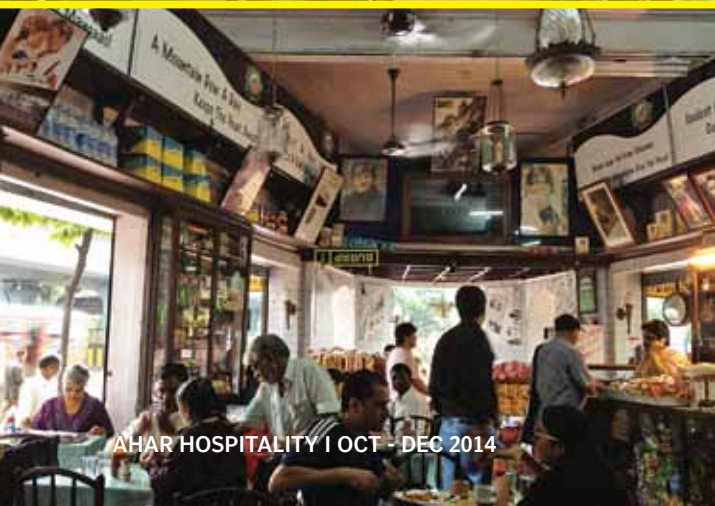
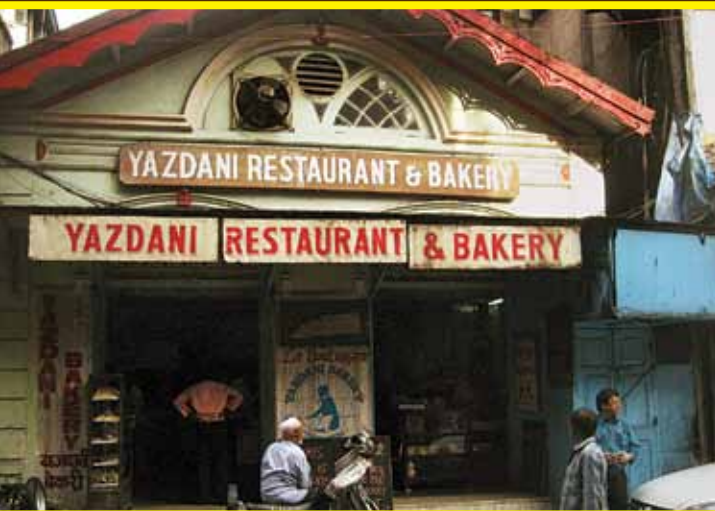
Conclusion:

The foreign food franchise market is wide open for AHAR members. The only missing ingredient is enthusiasm and combined effort. With the right blend of these, AHAR members can soon spread their wings and provide stiff competition to the foreign fast food chains operating in India. Value for money, health conscious approach in menu offerings and a right mix of publicity will definitely fetch AHAR members the results they desire by franchising abroad.



Mumbai's Irani cafes:

On verge of extinction



The once ubiquitous “Irani Hotels” or rather, restaurants operated by the Zoroastrian community of India, mainly in Mumbai, are on the verge of extinction. And there appears to be no solution to the problem.

Irani cafes were once the mainstay of fine dining in Mumbai and its surrounding cities, mainly Pune and Nashik and dotted the highway connecting Surat and other parts of Gujarat. Unique for their décor, service and cuisine, these Irani cafes rank as the first restaurants to have opened in India, in the late 19th Century, with the advent of massive exports of raw material from the Indian subcontinent to Britain, under the colonial rule.

How it all began:

According to a Pune-based member of the Zoroastrian community, Irani café's began springing up in two major cities in pre-independence India- Mumbai or Bombay, India, and Karachi, in present-day Pakistan. Their history is as interesting as their menus. The Parsi community, fleeing prosecution under the Qajari rulers of Iran in late 18th Century, found safe haven along the coastline of Gujarat. The local ruler, Yadu Rana permitted Zoroastrians to live in his kingdom under one condition: They would not cause any law and order problems or proselytize. Most of these settlers from Iran engaged in trade- mainly retail business. They would bring in finished products from Mumbai- the hub of import-export trade and retail it through their stores for a nominal profit.

Over the years, the Parsi faith became synonymous to high quality, unadulterated products at fair price. However, traders and their companions who undertook painstakingly long journeys between Mumbai and other places of Gujarat faced a severe problem: They were unable to find their traditional cuisine once away from home. The restaurants frequented by colonials did not permit Indians to enter.

Faced with the choice of adapting to local cuisine or opening restaurants, a few Parsi entrepreneurs took the challenge and began opening simple yet elegant cafes in and around south Mumbai and at locations such as Vapi, Bulsar (Valsad), Bharuch and Surat, to cater to these traders. Though few in numbers, these were the first Irani hotels that dotted the map of western India.

Expansion:

Post 1857, when India lost the 1st War of Independence, the British colonials and other foreign traders looked increasingly at Indian traders to get them supplies of local produce such as cotton. Trading in opium was legal since it was mainly used as a painkiller among European armies which were constantly at clash for expanding their territories abroad. The opium trade attracted several Parsi businessmen and male members of their families.

The Parsis, being very fond of education, soon flooded Bombay for higher studies at schools and colleges opened by the ruling British. Some of the Parsis ventured south from Mumbai for trade and settled in Pune while a few joined the British Indian Army or Navy. These factors saw a sudden demand for Irani restaurants in Bombay and Pune. Entrepreneurs from the community were

delighted and responded by opening more and more such Irani cafes, though they were mainly concentrated in south and central Mumbai which were pivotal for trade and hence, had large pockets of Zoroastrian population.

Very soon, these Irani cafes started serving a larger purpose: They became meeting places for members of the Zoroastrian community to meet one another, exchange news and views while providing an ideal networking venue for the business community. As the community prospered, restaurateurs from the Parsi faith only felt it appropriate to give proper facelifts to their cafes. They soon featured a mezzanine floor for families and discerning diners, imported furniture made of bentwood and electric fans.

Consolidation:

Irani cafes became the mainstay of dining out for the Bombayite as they permitted entry to persons of every religion and nationality. To cater to the Hindu and Muslim communities of the society, some of the Parsi restaurateurs omitted pork and beef-based dishes from their menu. Instead, they enticed diners with hot baked foodstuffs such as muffins, pies and puddings, pastries and cakes and an assortment of kitsch. Hot, fresh, fine food at reasonable prices and available almost round-the-clock, almost every neighborhood in Mumbai boasted an Irani café. Before August 15, 1947, Mumbai and Pune had a combined 550 Irani cafes. Prominent among them were Star of Asia, Light of Asia and Mazda, Dastoor's and several others who continued till the end of the 20th century, till they faded into glory.

Menu at any Irani caf :

What made Irani cafes popular were their selection of bakery foods, starting with the humble bun-maskar (bun and butter) with piping hot tea or coffee available almost round the clock. Most Irani cafes had bakeries attached and would bake an assortment of bread including the bun, 'brun' or the hard-topped, rough-cored variant of a bun, pav- the soft European variety of a bread roll, crème rolls or flaky yet firm baked cones of flour stuffed with condensed milk and flavored icing or castor sugar, muffins and generous portions of cakes, pies-vegetarian and non-vegetarian, puddings and an assortment of pastries, with flavors of France.

Compelled to shun beef and pork from the menu, the Parsis relied heavily upon eggs and churned up tasty herb-stuffed omelets, poached and scrambled eggs. The scrambled eggs served at Irani cafes require a special mention since the cooks used pure milk in their preparation, giving the humble dish an added taste.

The lunch menu consisted of 'dhansak' an all time favorite preparation of mutton and lentils cooked together with spices to make a thick, consistent broth, meat ball curry, 'bheja masala' or lamb brains cooked with Indian spices and herbs, cutlets of fish, chicken, mutton or vegetable served with rice or a selection of Indian bread cooked on site.

The evening was for cutlets and patties of various types, strong tea and coffee often made with condensed milk, which was rather foisted upon Irani cafes during World War-II as supplies of fresh milk became scarce.

Though ethnic Parsi food is not spicy, over the years, Irani café operators began adding that extra dash of chili peppers to suit more tangier palates of Indians.

A few Irani cafes also opened beer bars, offering the chilled beverage at very nominal rates. At Irani run permit rooms, the most popular snack for beer guzzlers remains cheese bits, omelet and "bhurji" or the spicy, greasy Indian version of scrambled eggs.

Restaurants with larger bakeries provided a selection of baked products including various kinds of Western breads such as pumpernickel, whole corn, granary and whole wheat, buns, crossed buns, jam rolls, flaky (khari) biscuits and other exotic cookies. The Kayani Restaurant and a few steps away, the Bastani restaurant, were famous for their bakery products as well as chilled beverages in the Dhobi Talao area of Mumbai while Kayani's at Camp, Pune remain popular for their 'Shrewsbury' biscuits which are sold off the moment large trays are brought to the sale counter. In Andheri (West) opposite the railway station is another old timer, the Ahura Bakery, who continues to sell excellent products at reasonable rates. Sadly, two Irani cafes, the Café

Railway and Restaurant and another, closed down and their premises was swiftly taken up by a large US-based fast food chain.

The decline:

What were the causes for the sudden decline of Irani café's in Mumbai. "There are several reasons," rue a couple of former Mumbai based Irani restaurateurs. The biggest issue confronting Irani cafes- of which less than two dozen now operate in the city- was identified as demographics. They explained, the Parsi community worldwide is fast dwindling due to various reasons ranging from staying unmarried due to non-availability of suitable brides and grooms within the small ethnic group. A large number of Parsis or Zoroastrians who married outside persons of other religions, are automatically expelled from the faith. At one point, Parsis in India were forced into seeking brides and grooms from neighboring Pakistan or even those who stayed back in Iran or settled elsewhere in the world. But these were few to come. Childlessness is rampant among Parsis due to health reasons. It is estimated that by the year 2020 or in another five years from now, the total Parsi population in India would be less than 20,000 persons.

Unavailability of heirs:

Due to low rate of birth among Parsis, the number of heirs who would be happy to operate the traditional family business of a Irani café, is almost non-existent. "The younger generation, however small, prefers lucrative jobs in the IT and other sectors and those interested in the food business go for higher studies as chefs to work at star rated hotels in India and abroad," the duo noted. This has forced many a Irani café to sell its premises to other businesses.

Labor shortage:

Also a stumbling block for sustaining the business, Irani café's nowadays find it extremely difficult in finding cooks and other restaurant crew from the inherently affluent community. The former restaurateurs explain, Parsi food cannot retain its original flavor if cooked by a non-Parsi since the traditional techniques, including the sense of aroma, are lacking among those from other streams.

Spiraling raw material costs:

The Parsi community has always been renowned for its honesty and integrity. Irani cafes use pure butter, ghee, hydrogenated vegetable oil and other expensive raw materials. With an overall increase in the prices of these and other raw materials, Irani cafes cannot offer cheap fare in a market where multi-national fast food chains and south Indian restaurants offer much cheaper items on their menus.

Loss of customers:

With the community numbers dwindling, the number of Parsi diners patronizing an Irani café has dropped to almost zero. Rather than maintain the tag of a Irani café and serve food from other cuisine, many Parsi restaurateurs have preferred to close shutters rather than lose integrity.

Overall disinterest:

Though the sources did not blame the Indian or state governments directly, they decried that the Parsi community, its culture and preservation had never been an active agenda of any state-run department- a fate similar to that of the East Indian Catholic community of Mumbai. Hence, over the years, the overall interest in Parsi culture and its rich traditions and opulent cuisine had eroded consistently.

What is frightening is, at the current rate of decline in numbers of community members and other causes, the rich heritage of Irani cafes, will eventually become extinct. It is well worth remembering, these cafes saw Mumbai mould itself from a trading center of the British to the financial centre of India and an important business hub of the world. Prominent businessmen, bankers and traders from the Zoroastrian community held their important meetings at these cafes. Hence, Irani cafes of Mumbai are an integral part of the city's heritage and unless drastic measures are taken for preserving them, this wonderful tradition will soon fade into history.

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You are what you eat

by Neha

sprouts to increase the content of pure protein in your diet. You can safely transform from a non vegetarian diet to a pure vegetarian or vegan diet. It is easy once you meditate and contemplate upon the benefits of eating intelligently.

It is not that expensive and flamboyant looking ingredients are the best. In fact, most of the best foods in life are almost free; like the basic vegetables and condiments that are so cheaply abundant in order to maintain competition in the market.

A lemon, which is so useful in maintaining the right acidity in your body, will cost you only 2 or 3 rupees. Starting your day with warm lime water is the best practice you can begin. The most important staples of a diet constitute foods that are cheaply available in the market. As such, the main foods are those that contain the main macronutrients of the essential food supplements. These are fats, proteins and carbohydrates, and they are extremely necessary for health and longevity.

Additionally, you should know that the basic plants that provide food material are cereals like wheat, barley, rice and corn, and root vegetables like potatoes, sweet potatoes, and shoot vegetables like okra, peas, pumpkins and the rest.

In determining health, the main constituent is water. Water, being the staple of life, is the most important factor that determines the status of your health. So, drink enough water to make sure that your digestion remains active; your weight remains normal; your taste buds remain functional, and water is so important, that its uses amount to too many to include.

Just as the macronutrients required in your diet can be found in useful carbohydrates; the fats in your body can be satisfied by eating useful and healthy fats. Fats are essential in your body as they:

- Function as a source of energy
- Are storehouses of energy

- Provide us the needed fatty acids
- Are required in the proper functioning of the nerves and brain
- Maintain healthy skin and other tissues in the body
- Transmit fat soluble vitamins to where they are needed in the body
- Form steroids needed to regulate many bodily processes

Saturated fats are to be avoided, whereas unsaturated fats found in olive oil, rapeseed oil, peanuts and avocados are useful in our bodies. Polyunsaturated fats are the most useful, and are found in nuts, seeds and vegetable oils. There are two main classes of polyunsaturated fatty acids, omega-3 and omega-6. These include the essential fatty acids. Trans fats are to be avoided as they are produced in a great quantity in fast foods. Fatty acids that are not used immediately are saved as triglycerides in the body. An optimum level of triglycerides is essential to the body and very high amounts are considered unhealthy.

Carbohydrates are complex compounds formed out of carbon, hydrogen and oxygen molecules. They are useful to provide energy to our bodies. The most useful carb that is very essential in the body is glucose. Glucose is transported in the bloodstream to various organs in the body where it will turn into energy, which is required for the daily functioning of the body.

Metabolism is that process which is used to turn food material into components that can be used for the optimum functioning of various body organs. Energy is produced from fats and carbohydrates, whereas proteins go into creating hormones, muscle and other useful bodily components.

Proteins, the most important macronutrients in the body are broken down into amino acids which make other proteins for the vital functions of the body.

Fats and carbohydrates produce energy. Most of the material produced by carbohydrates may get wasted as the body requires them only in limited amounts.

Eating well could mean the prolonging of life literally.

We do all our work, interactions, relationships and so much more with so much attention and awareness, but we always neglect our diet. A healthy diet is the mainstay of a successful life. So, whether you are a businessman or employed, you, being the caregiver of your family, should make sure that all the members in your family eat well. It's not about putting anything and everything in your mouth, but, to use Zen, it is about meditation at the time of cooking and eating.

Just as you wash your vegetables with care; just as you peel your fruits with mindfulness; it would pay if you could put as much care and mindfulness in the food that you choose. In Hindu philosophy, it is said that what you eat goes into the mental makeup at a subtle level, so, literally, you, being your mind, are what you eat.

Aside from pumping in fruits and vegetables in your diet, you must take care that all the necessary substances are found in good measure in your diet. Many people say that vegetarians do not get the required amounts of protein in their diet, but this is false. If you are vegetarian, you can include pulses and dairy products, lentils and

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