



# AHAR Connect



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## AHAR to up the ante and provide better amenities for members, customers

### Forever News reporter

A wide spectrum of issues



Welcome address by Host Shri Rajan Shetty VP-Zone-VII

ranging from creating better

awareness about the Indian Hotels and Restaurants Association (AHAR), plans to lobby for scrapping of Excise on Indian Made Foreign Liquor (IMFL), meetings with ministers for review of implementation of certain sections the Food Safety and Standards Act of India for restaurants among others, came up for discussions at the Association's 3rd Monthly Managing Committee. While the AHAR management invests time and money to get fair justice to the members through number of court cases fought by the Association, the benefit is largely enjoyed by the entire Hospitality

industry. To highlight these specific achievements and reach out to the mass AHAR poised for a huge media visibility and sustained campaigns.

The meeting was held at the Hotel Sai Palace in Chakala, Andheri (East), Mumbai on February 24, 2015.

### Address by the President:

The President, Shri Adarsh Shetty began the meeting and requested the Host Vice President Shri Rajan Shetty to welcome the gathering.

### Welcome Address by the host Vice president:

Shri Rajan Shetty, Vice President, Zone-VII and the host of the meeting welcomed

all the members. He thanked the Committee members of his zone for electing him as Vice President. His team and himself will exert extra efforts to address grievances of all members, he added.

### Confirmation of the minutes of the 2nd MCM held on January 29, 2015:

The Honorary General Secretary Shri Suresh Shetty presented the minutes of the 2nd MCM. The house confirmed the same. The confirmation was proposed by Shri Shailendra Shetty and seconded by Shri Prasad Shetty.

### Approval of accounts for

### January 2015:

The Honorary Treasurer Shri Shashidhar G Shetty presented the accounts for the month of January 2015.

The House approved the same. The approval was proposed by Shri K. K. Mahale and seconded by Shri Vijaykumar Shetty.

Honorary General Secretary Shri Suresh Shetty informed the house about the achievements of AHAR over the last 36 years are properly highlighted and projected. The need of the hour is to brand our Association AHAR, which is doing yeomen service to the

(Continued on page 2)

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(Continued from page 1)

hotelier community but was not communicated effectively to the members and general public.

He said that we had called quotations from eight consultancy firms and short listed I-Deators Communications of Mrs. Urvashi Seth, who has the long experience in journalism through serving in Midday and Mumbai Mirror. The President said that we have included the media and press coverages in English and vernacular newspapers to highlight issues pertaining to our industry.

The Honorary Treasurer Shri Shashidhar G. Shetty said that an amount of Rs. 2,80,000/- has been negotiated as consultancy charges for six months for the services. He put the Proposal for approval of the house.

The house unanimously approved the same. The approval was proposed by Shri Santosh R Shetty and seconded by Shri Naveen Shetty.

#### Events of the month:

The president briefed on the following issues:

**AHAR Swachh Bharat Abhyan-** He thanked all the Vice Presidents and the members for making the AHAR Swachh Bharat Abhyan a grand success without having any celebrities or brand ambassadors. We should continue the good work of cleanliness and hygiene in our Restaurants and the surroundings, he said.

#### Meeting with Business Development Council of MCGM

A delegation of AHAR met Ms. Shashibala, Chairperson, Business Development Council of MCGM and presented our views and suggestions for simplification of rules and regulations to facilitate making Mumbai as a business destination city.

#### Meeting with FDA Director

We will be meeting the new FDA director next week and discuss with him the implementation part of Food Safety and Standards Act of India and sought removal of the impractical clauses in the proposed amendments to the FSSA Act.

#### ICC Cricket World Cup live

#### telecast licenses:

Licenses to show ICC World Cup 2015 matches is applicable only if a restaurant charges entry fees from the customers or any event organized by hoteliers to view such matches with an additional charges.

#### Submission of Memorandum

We have submitted a Memorandum to the Minister for Law & Judiciary and the Principal Secretary, Law & Judiciary GOM to be lenient on Demand of Parking for new PPEL licenses in light of High Court Judgment directing the Police Commissioner to be flexible while demanding parking for issue of PPEL.

We have submitted a memorandum to the Principal Secretary Excise and Excise Minister Shri Eknath Khadse regarding FL-III fees hike. Our delegation will be meeting both of them in the coming weeks.

#### Presentation by VPs:

##### Zone II Vice President

**Shri K. V. Shetty:** The pending membership renewal is on and collected Rs. 17,350/- for the current month. Attended and sorted out complaints of Laxmi Vilas Hotel and Hotel Jyothi. A complaint about demand of Water Bill of 1997 by MCGM on our member has been attended.

##### Zone III Vice President

**Shri Suresh Shetty:** Bhoiwada Police station demanding 14 documents for renewal of P.P.E.L and asking the Permit Room Hoteliers to submit within 2 days was attended. Sent letter to the police station to demand only the papers/documents required as per law. Spoke to them and they had agreed for the same.

##### Zone IV Vice President

**Shri Sunil Shetty:** The members are advised to make endorsement in the

(Continued on page 4)

## MCGM update on Plastic Carry Bag



### NOTIFICATION

Date: 23 Feb. 2012

**Sub.:** Enforcement of Plastic Waste

(Management and Handling) Rules, 2011.

**Ref.:** Notification of Minister of Environment Forest Deptt., Govt. Of India Dtd.04.02.2011.

As per Rule 10, of the Govt. of India, Ministry of Environment and Forest's Plastic Waste (Management and Handling) Rules, 2011, no carry bags shall be made available free of cost by Retailers to the Consumers. The concerned Municipal Authority is empowered to determine the minimum price for carry bags depending upon their quality and size which covers their material and waste management cost in order to encourage their re-use so as to minimize plastic waste generation.

Accordingly, following directions are issued to Retailers and Consumers.

- 1) Minimum thickness of carry bags shall not be less than 50 microns.
- 2) Retailers shall not give plastic carry bags free of cost to the Consumers.
- 3) Consumers has liberty and is advised to bring his own carry bag. Retailer shall charge only if the consumer does not bring a carry bag to carry the goods and request for such bag/bags.
- 4) Retailer shall display the notice that the consumer is at liberty to bring his own carry bag and that if he has not brought it and asks retailer to supply it he will have to pay for it. The Retailer will display the size of carry bags and their respective price at prominent place.

Further in exercise of powers conferred vide above said rule on the Municipal Corporation of Greater Mumbai, the sizes of the Plastic carry bags above 50 microns and their minimum prices are notified as under.

Sr. No.	Size of the Plastic Bags	Minimum Price of Bag
1	About 8 inches x 12 inches	Rs.2/-
2	About 16 inches x 20 inches	Rs.4/-
3	About 20 inches x 25 inches	Rs.5/-
4	More than 20 inches x 25 inches	Rs.6/-

This notification shall come into force with immediate effect.

Sd/-  
Dy. M.C. (Spl.)  
M.C.G.M.

Sd/-  
Addl. M.C.(City)  
M.C.G.M.

Sd/-  
Municipal Commissioner  
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# METRO Wholesale



## ಸೇವೆಗೆ ಮೊದಲ ಆದ್ಯತೆ. ಎಂದೆಂದಿಗೂ

ಮೆಟ್ರೋದಲ್ಲಿ ನಾವು ನಿಮ್ಮ ಸೇವೆಗಂದೇ ಮೀಸಲಾಗಿರುವ ಅಕೌಂಟ್ ಮ್ಯಾನೇಜರ್‌ಗಳನ್ನು ಹೊಂದಿದ್ದು, ಅವರು ನಿಮ್ಮ ಉದ್ಯಮದ ಗೊಂದಲಗಳು ಹಾಗೂ ಬೇಡಿಕೆಗಳನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾರೆ. ಇದಕ್ಕಿಂತ ಹೆಚ್ಚಿನದಾಗಿ, ನಾವು ನಿಮಗೆ ಸಹಕರಿಸಲೆಂದೇ ಮಳಿಗೆಯಲ್ಲಿ ನಿಮ್ಮ ಅವಶ್ಯಕತೆಗೆ ಸ್ಪಂದಿಸಲು ತರಬೇತಿ ಹೊಂದಿರುವ ಸಿಬ್ಬಂದಿಯನ್ನು ನಿಯೋಜಿಸಿರುತ್ತೇವೆ. ನಮ್ಮೊಂದಿಗೆ ಕೈಜೋಡಿಸಿ ಹಾಗೂ ಮೆಟ್ರೋದಲ್ಲಿ ಇವೆಲ್ಲವನ್ನೂ ಕಂಡುಕೊಳ್ಳಿ!

\* ಪರಸ್ಪರಗಳು ಹಾಗೂ ನಿಬಂಧನೆಗಳು ಅನ್ವಯಿಸುತ್ತವೆ. ನೋಂದಾಯಿತ ಉದ್ಯಮ ಗ್ರಾಹಕರಿಗಾಗಿ ಮಾತ್ರ.

ಬಾಂದೂಪ್: ನೆಪ್ಪೂನ್ ಮಾಲ್, ಮಂಗತ್‌ರಾಮ್ ಪೆಟ್ರೋಲ್ ಪಂಪ್ ಪಕ್ಕದಲ್ಲಿ, ಜಿ.ಕೆ.ಡಬ್ಲ್ಯೂ. ಫ್ಯಾಕ್ಟರಿ ಎದುರಿಗೆ, ಬಂದೂಪ್ ಪಶ್ಚಿಮ, ಮುಂಬೈ - 400 078.

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

ಹೆಚ್ಚಿನ ವಿವರಗಳಿಗಾಗಿ ಸಂಪರ್ಕಿಸಿ: ಇಂದ್ರಜೀತ್ ಚಂದ್ರ - 9632221732 / 1860 266 2010

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

(Continued from page 2)

Shop and Establishment Licences of any change in Business like - from Eating House to Permit Room etc. by paying necessary fees to MCGM by submitting 'E' form. Due to shifting to Electronic Meters MCGM was not regular in sending monthly water bills for the last 5-6 months and suddenly a huge bill was slapped to the members as arrears, which was a huge burden on Hoteliers. Attended a complaint of soil in Sweet Soda Bottle supplied by our member hotelier to a customer. With the support from Shri Shrinivas Shetty Ex VP, a Service Tax inspector was caught accepting a bribe of Rs.50,000/- from our hotelier member. Due to our efforts the officer was suspended.

#### Zone V - Vice president

**Shri Ravindranath Nire:**

Attended complaints of cross checking by Excise officials and harassment by MCGM officials of Shops & Establishment and matter was sorted out.

#### Zone VI Vice president

**Shri Sunil Patil: No major issues.**

#### Zone VII Vice president

**Rajan Shetty:** A complaint of illegal hawkers near a members hotel is being attended through AMC-K/West ward.

#### Zone IX Vice president

**Sudhakar Shetty:** Harassment by an Excise Officials was attended by taking a delegation of AHAR to the Superintendent of Excise. The Superintendent assured of strict action against the erring officer.

One of our members seems to have leaked out about this complaint of the erring Excise officer to the Superintendant of Excise. An official of Excise visited the complainant and asked him to withdraw the complaint.

He said the unity is a must amongst our hoteliers and we should not be afraid to stand against any injustice.

#### Zone X Vice President

**Anil Salian:** A fine by MCGM to M/s Ontoes for storing the gas cylinders was brought to our notice. We have taken an appointment with AMC-P/North ward to discuss the matter and also pursue with higher authorities.

**The Hon. Gen. Secretary Shri Sukesh Shetty read out the Appreciation Letters by members**

**as under:**

Hotel Malhar, Chembur, thanking the VP-Zone-V and Shri Vijaykumar Shetty for their support is sorting out a police issue.

Mallika Bar & Restaurant, Malad thanking Shri Vijaykumar Shetty for his support in sorting out Excise matters.

Hotel Shivneri, Kurla thanking Shri Vijaykumar Shetty for sorting out Excise Problems.

#### **Shri Santosh R Shetty- Coordinator - Sub Committee:**

Shri Santosh R Shetty presented a brief report of the work and progress of all sub committees. He said that Shri Dhiraj Shetty has shown his inability to accept the Chairmanship of Promotion Committee due to personal reasons. The committee will decide about the new chairman soon and the same will be informed.

#### **Speech by Sub Committee Chairmen:**

**Excise: Shri Vijay Kumar Shetty:** Briefed the house that due to heavy reduction in the sales figures of many permit rooms and also due to year ending the Excise Department has conducted the cross checking of stock and books. Due to AHAR's efforts we were able to convince the authorities and only few cases were registered. He advised the members to keep proper records of the stock to avoid harassment by the authorities. In case of FL-III License transfer in the legal heir's name, the member can directly approach the Superintendent of Excise instead of division heads as the superintendents had assured to do the needful.

#### **Publication: Bhaskar Shetty:**

He thanked all the office bearers, Committee members and members for their whole hearted support in making the AHAR Swachh Bharat Abhiyan a grand success.

#### **Hawkers Action: K. K. Mahale:**

We have forwarded a letter to CM regarding Food Vending Committee for inclusion of AHAR in it.

All hoteliers should unite and pool their resources to have our own AHAR Bhavan. We can also approach the government for support in getting land.

#### **Performance Bar:**

#### **Bharat Thakur:**

We have reconstituted our Committee into 5 regions. Our case

of female singers is coming up for final hearing on 24th February 2015. Our Writ Petition challenging the Section 33A by Government of Maharashtra is coming for final hearing in March 2015. We need huge funds for this legal battle. All performance bar members should unite and pool their resources.

We sincerely thank AHAR President and his team for their excellent support.

#### **Others:**

**Shri P. C. Jain- Advocate, Police Matters Consultant:** Bombay High Court has given the judgment that the Police Commissioner should be flexible in demanding parking slots for the new PPEL Applicants. A PIL in this regard is pending in Bombay High Court. In many cases the PPEL was not issued for want of Parking Space. We are meeting the Principal Secretary, Law & Judiciary, Govt. of Maharashtra and will discuss the matter with him for redressal. He suggested that all the hoteliers who were denied PPEL for want of parking space should unite and fight against it.

#### **Speech by Advisors**

**Shri Narayana M Alva:** The matters discussed were very engrossing and informative. Hoteliers should unite and must realise that AHAR is the only body which raises their voice in the right platform. Any wrong doing like the arbitrarily changing of timings in RC by the ACP of Santa Cruz Division should be brought to the notice of the Association. The individual member should question the misuse of authority by ACP. The said ACP was forced to revert to the original timings after AHAR delegation met him.

**Shri Chandrahas K. Shetty:** Permit Room hoteliers should keep the stock and books up-to-date. The very basic book keeping to be maintained. If we keep the same perfect no one can harass us. AHAR should conduct workshops for the awareness of the members about the basic things that should be followed. AHAR should concentrate on policy matters through representation and meeting with ministers, convincing them the necessity of changes in rules and regulations to suit the present scenario.

Our delegation will meet the Excise Minister in the coming week and will discuss about the policy matters. He advised that only the written complaints of the

members should be attended.

**Shri Santosh R Shetty:** He said that the VPs are doing full time job in attending various grievances. The small and minor problems should be attended by members and the Association should concentrate on change in various policies, rules, regulations of local body and the government, which will have impact on the entire industry. When you are right you have to fight. The simplification, changes in rules, policies should be presented through Power Point presentation to the minister and bureaucrats and make them understand the same. We have to keep cordial relationship with all departments as our members are doing the business legally. In the Power Point presentation we have to show what is the present law, how it is affecting our members, how it can be modified and changed to make it simpler and as per the need of the hour. The 24x7 permission to the hotels and restaurants will not be beneficial to most of our members if it is implemented. We should insist for allowing time up to 3.30 a.m. or 4.00 a.m. on week ends and holidays, when the patrons will visit and enjoy. There is remote chances of patrons visiting during the others days of the week. We should fight and remove the discretionary power of the authorities, which is a tool of harassment to us.

#### **Shri Arvind Shetty:**

AHAR has to go a long way and it should not indulge in minor issues of individual members but it should encourage them to fight their own battle in the long run without any fear. Members should not accept any injustice lying down but should agitate against any unfair action and AHAR is always there with the members in case it doesn't yield any result. Whenever any members come across any new rules or regulations, members are requested to send their views, suggestions or objections so that the Association can compile the same and submit it to the authorities for remedy.

#### **President's summary:**

The president appreciated acknowledged the efforts of Shri Bhaskar Shetty who was the Chief Co-ordinator of AHAR Swachh Bharat Abhiyan even though he was out of town, he had made the excellent arrangements and co-ordination.

Hoteliers should understand that keeping the books and the stocks properly can save them from any harassment from any authority.

Members should not be afraid of any harassment by any officials like the trapped Service Tax officer. AHAR is always here to help members in their fight against any harassment.

Leaking about our meeting, representation etc. by any members is not a healthy environment. Such members should be aware that some day he could be the target. The officials are always looking for undue favours and they will not spare any one.

The unity and confidence in AHAR is the need of the hour. Rather than asking what AHAR is doing, introspect yourself the numerous benefits enjoyed from time to time. The court cases fought by AHAR and the changes AHAR brought through its effort is quite loud and clear, which has benefitted not only AHAR members but the entire hotel community of the city and the state.

#### **Sponsors:**

The event was supported by Metro Cash & Carry Limited  
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Nature Pure Supercritical

#### **Vote of Thanks:**

The meeting was concluded with a vote of thanks proposed by the Honorary General Secretary Shri Sukesh Shetty to the president for conducting the meeting in a dignified way, Management of Sai Palace, Sponsors of Stalls, Media Partners Karnataka Malla, Udayavani, Forever News. USL and Pernod-Ricard for liquor support and members for attending in large numbers.



# Bityavon: the only restaurant in Mumbai serving Indian food in Jewish Kosher tradition

Forever News reporter

Thane: The sprawling city, Mumbai and its peripheral suburbs have no dearth of restaurants that offer a wide range of cuisines from various parts of the world. It is common to find Italian, Chinese, Thai, Japanese, Continental and a variety of restaurants from different states of India. However, a small restaurant, located in Thane (West) on the outskirts of metropolitan Mumbai, offers unique yet one of the most interesting cuisines in the world: Jewish Kosher food- a staple in Israel.

The restaurant, Bityavon was opened by three Indian Jew entrepreneurs, Isaac Varsulkar, Jacob Varsulkar and Sharon Galsurkar after he found that the community has literally no

place that serves Kosher food. "We started to facilitate availability of Jewish Kosher food. Why can only the Jews in Israel eat whatever they wish because they have access to kosher eating places. Seeing Tandoori chicken and Kebabs on fire in shops always gave me a temptation. I was missing Kosher Shawarma in India," says Isaac Varsulkar.

Bityavon also offers complete Shabbat (Saturday, the traditional Jewish holiday) meals with special fare that includes the Kosher version of Chicken Tikka, Chicken Tandoori, Pita Breads, Hummus, Falafel, Shawarma, Chaat, Tandoori and other delicacies. The restaurant also accepts outdoor and indoor catering orders and customized pre-packed Kosher snack boxes for

parties and special occasions.

The entrepreneurs did not want to limit its Kosher food offerings to the Jewish community only. "That's how we came up with a combination of Indian, Chinese and Lebanese cuisine under the brand Bityavon, which means Bon Appetite in Hebrew. Bityavon is located in the Shivneri Compound, behind R-Mall in Thane (West).

For the uninitiated, Kosher food is consumed by Jews across the world. "Kosher" is a Hebrew word that literally means "fit" or "proper." When used in relation to food products, "kosher" means that the item in question meets the dietary requirements of Jewish law.

The principles governing what is kosher and what is not,

are rooted in the Written Torah (the Bible) and the Oral Torah. These laws have been observed by Jews for over 3,000 years. Over the centuries, the Rabbis have explained, detailed and organized these Divine laws, applying them to ever-changing situations and developing technologies. The laws relating to Kosher foods are intricate and detailed, and it takes years to master the subject in depth, but the basics are easily understood.

Through the years, people have suggested theories about the health benefits of kosher food. Some say that kosher food is less vulnerable to parasites and bacteria. Others

theorize that the non-permitted species of animals are hunters whose natures might affect the characters of the people who consume them.

Be that as it may, the bottom line is that Jews eat kosher because of divine commandments. Hence, Jews trust that Kosher food is the best nourishment for themselves as well as their bodies and soul. From the Jewish point of view, kosher food is the optimal diet.



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## Traditional drinks that appeal to all palates

All states in India have a rich tradition of beverages, suited for each season that helps consumer



combat problems caused by heat during summer. One such a drink is the evergreen 'lassi'- a drink made from yoghurt or curds, sweetened with sugar and flavoured with cardamom. A glass of 'lassi' is easily available at most restaurants in Mumbai, which also serve other drinks such as fruit juices and milkshakes alongside soft drinks.

This however has caused Mumbai-based restaurants to ignore traditional beverages of India that are better known to prevent heat related ailments such as heat-exhaustion, dehydration, drain of vital minerals through perspiration and urine and suitability to consumers who have problems digesting milk-based drinks or those containing sugar.

One such a drink that can help restaurateurs broaden their menu offerings and cater to a wider clientele while keeping costs in check is Jal Jeera- a traditional favourite of North Indian states which experience severe summers. Jal Jeera is easy to prepare, contains a right blend of spices, offers a tangy, tongue tickling taste and aids digestion. There is no rocket science involved in preparation of traditional Jal Jeera: ready made mixes manufactured by reputed brands of spice makers are easily available in the market while preparing the powder is simpler than making complex chutney.

Another traditional favourite, consumed in coastal Maharashtra, Goa and parts of Karnataka is 'Pana': a drink made by cooking

peeled raw mangoes in a pressure cooker. The pulp is then mashed and seasoned with a dash of

roasted cumin seed powder, flavoured with cardamom and sweetened with jaggery and a dash of salt. Raw mangoes are available at reasonable rates in Mumbai and so are other ingredients. This traditional drink provides the right blend of nutrients and is ideal for diabetics who cannot consume sugar-based beverages.

Kokam sharbat, also a summer drink from the coastal regions of Maharashtra, Goa and Karnataka is



yet another easy-to-make beverage with proven health benefits. Kokam, the peel of the similarly named fruit is soaked in pulp and dried for year-long preservation. When soaked in water, it releases its nutrients, turning it into a reddish-purple liquid. Garnished with coriander, a dash of salt, chili to taste and sugar if required, this drink is known to help combat allergies, provide Vitamin-C and other nutrients, is friendly on the digestive tract and helps increase appetite which usually dims in summer.

And the best part of these drinks is- they can be served chilled or at room temperature, depending upon preference of the consumers.

## Science proves the benefits of vegetarian meals

Nowadays, people are turning to vegetarian meals for several reasons. One of them is the growing popularity of the ancient Indian medical science, Ayurveda. Till date, consumers, especially among meat-consuming communities, scoffed at vegetarianism as "pseudo-religious"- but the myth is busted with universities in India and abroad establishing beyond doubt, the benefits of a traditional Indian vegetarian meal, purely based on science.

Vegetarian recipes find mention in Ayurveda and in the principles of life in India since ancient times. Some of the scientifically proven benefits of a pure vegetarian diet are mentioned as:

### Solar energy:

It is undisputed that Sun is the only inexhaustible source of energy for Earth. The Sun has sustained life on Earth for millions of years. Solar energy is pure and

cannot be polluted in any manner. Plants, especially vegetables depend upon the Sun for their growth and energy derived from the star and metabolism of plants



ensure that vegetables contain the right amount of nutrients. While in modern times, various vegetable growers have used chemicals to enlarge the size of their produce, vegetables grown using traditional methods continue to remain rich in every nutrient required for humans. In addition, these nutrients are friendly on the digestive system since they contain the vital

ingredient- fiber.

### Growing popularity:

Scientific research, again in India and abroad, has proved vegetarian diets, regardless of the recipes used, tend to increase life span while keeping the consumer healthy.

Millions of consumers across the world are fast learning the benefits of a purely vegetarian diet. Those suffering from chronic cardiac ailments, diabetes and other non-communicable diseases are prescribed a pure vegetarian diet to prevent problems caused by high cholesterol, uric acid- which affects kidneys, various bowel syndromes- caused by lack of a fiber-rich diet and obesity and weight issues due to high fat content in meats. For diabetics, vegetarian diet is recommended since fruits provide the right quantity of essential sugars that are easily digested by those with impaired insulin secretion.

## AIBA urged Centre for beer tax reduction

The All India Brewers' Association (AIBA) has urged the Centre to set up a beer board under the ministry of food processing industries (MoFPI), and reduce taxes on the brew. AIBA is demanding that beer not be clubbed with hard liquor, and taxation should be on the absolute alcohol content in the product. Beer's alcoholic content (ranging between five and eight per cent) is lower than other beverages, including wine (12 per cent) and Indian-made foreign liquor (IMFL) or hard liquor (over 40 per cent). AIBA believes that applying a one-size-fits-all

taxation policy on beer manufacturers is



discriminatory. The rate of taxation on beer

ranges between 1.6 times the rate imposed on hard liquor in Kerala and 5.7 times in Haryana. In addition, the excise duty per litre of beer in India is highest in the world. The overall taxation ranges between 25 and 65 per cent, and on most brands it is charged at about 60 per cent, according to AIBA

"The beer trade contributes Rs. 15,000 crore to the exchequer," stated the association. The Indian beer industry, comprising 89 breweries, is currently valued at \$4.13 billion.

Industry experts believe that unreasonable taxation combined with other regulations have led to a slowdown in the sector. In 2012-13, the sector witnessed a growth of just over 3.3 per cent, which was down from the nine per cent growth it registered in 2009. There was also a 10 per cent decline in production.

# Product Promotion and launch pad during the monthly meeting - an AHAR initiative



**Nature Pure Supercritical stall.**



**Manpasand Beverages Stall.**



**A team from CBRE / Lodha Group stall.**

*"From professionals for professionals,"*



**Metro Cash and Carry Stall.**



**Experience endless possibilities with VKL Chef's Art, ready and easy-to-use Food Solutions!**

VKL Chef's Art delivers best-in-class food solutions to the HoReCa segments and is ideal for all types of restaurants, hotels, clubs, caterers, bakeries, dhabas and institutional canteens. Backed by eight decades of rich experience in spices and an in-depth understanding of the Indian palate, our well-researched product library has proven recipe solutions for your kitchen. Try our bases that suit your menu or expand your menu with our offerings. Discover endless possibilities in a single pack.

**The food solution stall from VKL during the Meeting**



**Ruchi Soya Stall.**

If undelivered please return to: Indian Hotel & Restaurant Association (AHAR), B-2, Wadala Shriram Industrial Estate, G.D. Ambekar Marg, (old Katrak Road), Wadala, Mumbai - 400 033.

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