



# AHAR

## Hospitality

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**Udupi hotels  
need to reinvent to survive**

**History of Restaurant**

These design forward restaurant trends are worth a second look

Indian restaurant business is 24 times bigger than Flim industry





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Rising costs and shrinking profits have compelled the city-based restaurants to down their shutters



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Shri Shashikant Shetty  
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Dear Esteemed Members,

### Unity in diversity

Hotel and Restaurant owners need to unite for the cause of the industry. As the Onion prices touched Rs 50 per kg in some major cities as supplies remained tight and there appears to be little respite, with the new Govt. at Delhi the poll plan to address the spiraling inflation need to be addressed with a fire fighting spirit. Especially our Agriculture Minister need to take the yard stick to measure to address the seepages and need to take stern action to curtail wholesale hoarders who accumulate essential commodities to create an artificial inflation. Experts say that rates will remain high for 2-3 weeks. Refusing to ban onion exports, the Centre asked states to invoke Essential Commodities Act to crackdown on hoarders.

It will be a challenging time ahead if the Hoteliers' are not taking necessary corrective measures to address the need of the hour.

send your feedback at info@forevernews.in S. Suchithra

# एक मुश्त प्रीमियम. सुनिश्चित लाभ.



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## एकल प्रीमियम मनी बैंक पॉलिसी

- पॉलिसी अवधि के दौरान हर 3 साल में बीमारशि के 15% के बराबर मनीबैंक
- मैच्योरिटी बेनिफिट : चुकाये गये कुल प्रीमियम (अतिरिक्त प्रीमियम को छोड़कर) के साथ लॉयल्टी एडीशन \*
- परिपक्वता तक बीमा कवर
- अवधि 9, 12, 15 वर्ष
- न्यूनतम आयु : 15 वर्ष
- 1 वर्ष बाद लोन सुविधा उपलब्ध

भ्रामक फोन कॉल्स तथा फर्जी/ धोखाधड़ी वाली ऑफर्स से सावधान

आईआरडीए सर्वसाधारण को सूचित करता है • आईआरडीए या इसके अधिकारी, बीमा विक्रय या वित्तीय उत्पाद अथवा प्रीमियम निवेश संबंधी गतिविधियों से संबंध नहीं रखते • आईआरडीए किसी प्रकार के बोनस की घोषणा नहीं करता. ऐसे फोन आने पर कॉल विवरण तथा फोन नंबर की रिपोर्ट तुरंत पुलिस में दर्ज करवाये.

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The efforts by the existing AHAR team to establish communication with the Members fast and real time is taking place in an expedite manner. They would like to make use of all the media available from basic like SMS & email, social media like Facebook & Twitter. All the VPs are doing their best to collect data from the Members by paying door-to-door visits. Members are requested to co-operate and provide all the required details in this connection. You can also provide your contact details on our email address [aharmumbai@gmail.com](mailto:aharmumbai@gmail.com).

You will be happy to know that our website [www.ahar.in](http://www.ahar.in) is becoming quite popular and we are expecting a fair number of visitors to the site. Our social media accounts on Facebook and Twitter too are picking up albeit a bit slow. We request our Members to visit our website on a regular basis to have the latest updates on the hotel industry and related news.

You will find a host of interesting articles pertaining



We have seen a good number of Udipi hotels closing down and we need to introspect on the reasons and find a sustainable solution

to the Hotel and Restaurant businesses. We have seen a good number of Udipi hotels closing down and we need to introspect on the reasons and find a sustainable solution. We have a lead story by G Subramanian, titled 'Udipi need to reinvent to survive' and the 'History of Restaurants' by S Suchitra. Did you know that the 'Indian Restaurant business is 24 times bigger than its Film Industry', says a report. How to use social media to enhance and monitor your business?

Please provide your feedback on our publications AHAR Hospitality & AHAR Connect, Website [www.ahar.in](http://www.ahar.in), Social media pages [www.facebook.com/aharmumbai](http://www.facebook.com/aharmumbai) & [www.twitter.com/aharmumbai](http://www.twitter.com/aharmumbai). This should enable us to re-equip ourselves to enhance

efficiency and quality of our technology usage.

Happy Reading.

**Bhaskar K. Shetty**  
Managing Editor



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## From the President's desk

The Association was put to test right from the beginning of the year when we had to seek the intervention of the Hon'ble Bombay High Court, urging its permission to keep our Hotels/Restaurants open till late at night on the eve of New Year's Celebration as the same had been withdrawn by the Commissioner of Police due to threat perceptions. Another event that disturbed the Hoteliers with Permit Rooms was the State Government's decision to hike the Annual Excise Licence Fee by 50% across the board.

When our representation before various department officials & the ministry went unheeded, primarily due to the sudden imposition of the Election Code of Conduct, we were left with no option, other than filing a petition in the Hon'ble Bombay High Court against the exorbitant hike in licence fee. We are hopeful of a favourable outcome due to numerous representations made by our Association to the authorities concerned.

As we all know, frequent rise in cost and shrinking profits have resulted in closure of a few city-based restaurants. This in fact should be used as an opportunity to undertake a Study to evaluate the various types of Establishments & the need to develop the same towards a scalable Module. We also need



It has always been our approach that the Association's main objective should always be to ease the way one conducts business and lighten the fiscal burden of its members arising from the unfair draconian laws and its stringent clauses

to pursue our earlier Representation to Government for simplification of license Conditions towards a better environment for the Hospitality Industry

Members may be aware of the fact that in the past few years the number of petitions filed by AHAR has been increasing phenomenally due to the difficulties faced by our Hoteliers. A number matters are pending in the various courts and are in the different stages of hearing. Some of the major court cases filed by us are Dance Bar Contempt of Court & MERC – BEST Undertaking's monopoly in Mumbai City in Supreme Court, Service Tax, FSSAI matter & Excise Fees hike in Bombay High Court and Minimum Wages Matter in Nagpur High Court. It has always been our approach that the Association's main objective should always be to ease the way one conducts business and lighten the fiscal burden of its members arising from the unfair draconian laws and its stringent clauses. We hope wise counsel will prevail paving the way for a conducive environment to do Business, which will in turn help to sustain the Industry during the downturn.

**Arvind Shetty**  
President





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## From Hon. Gen. Secretary's Desk

The endeavor of AHAR has always been to reach out to each and every member through the latest technologies like Website, SMS, Email, Facebook, and Tweeter, apart from our in-house publications - Monthly Newsletter AHAR Connect and Quarterly Magazine AHAR Hospitality. I am of the firm opinion that the news, information should reach the member at flash.

The coming year will be full of difficulties to the industry due to the continuation of decades old rules and regulations and new ones which are thrust on the Hoteliers on a regular basis. Our primary effort will be to get it modified and altered to suit the present scenario and match the fast changing business pace.

The gist of few events of the period under review is:

HC Verdict of 31.12.2013.

In the interest of the Hotel industry, AHAR moved to Bombay High Court against Police Commissioners order of not allowing the Hotels/ Restaurants to keep their establishment open after 1.30 a.m. The Bombay High court ruled that the establishments are allowed to keep open up to 5.00a.m on 1.1.2014.

Minimum Wages

The Writ petition in Nagpur Bench of Bombay High Court gave a court order to pay 70% of the revised minimum Wages till further notice .So far 5 hearings were done. We and the State Government have submitted their submissions. The Hearing will continue after the summer vacation. Till that time the Payment of 70% of revised salary continues.



The coming year will be full of difficulties to the industry due to the continuation of decades old rules and regulations and new ones which are thrust on the Hoteliers on a regular basis.

Service Tax Matter

The hearing in Bombay High Court on our WP against the imposition of Service Tax is in the final stage. The verdict is expected to be delivered soon.

FSSAI Matter

Our WP against the imposition of FSSAI is still pending in Bombay High Court. We expect the hearing will start soon.

Municipal Commissioner/Rahul Shewale

AHAR submitted memorandum in details about the grievances of the Hotel Industry .Delegation met Shri Rahul Shewale, who assured the redressal.

Shri Sumeet Mallik

AHAR delegation met Shri Sumeet Mallik, Additional Chief secretary, Govt of Maharashtra, presented him a memorandum of Grievances of Hotel & Tourism

Industry and discussed the same in detail. He has assured that he will forward our views and suggestions to the Government for redressal.

Electricity Matter at Appellate Board and Supreme Court

Most of cases against Cross subsidy, rate hike, Wheeling charges, imposition of TDLR etc has been heard and we are expecting the verdicts soon.

I again appeal each and every member to take some leadership in the affairs of the Association for the benefit of the industry. Your support will be the force to move the Association ahead of time.

With regards,

**Sukesh Shetty**

Hon. Gen. Secretary



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# Udupi hotels need to reinvent to survive



By - G. Subrmaniam

**I**ndigenous hotel industry across the country is facing the threat of extinction, and unless the industry and governments – both local and state – join hands and make an earnest attempt to revive the brand value of local hotels and restaurants, the ubiquitous Udupi hotels would soon fade into history.

Adaption and change are the watchwords of survival and unless local hotels move with changing interests and tastes of the new generation they will find it increasingly difficult to hold on. The problem with the local hotel industry is that it is not innovating enough and the governments are not supportive





enough.

An increasing number of eateries, even in major cities like Mumbai, are shutting shop as they find it difficult to withstand competition from foreign fast food chains like McDonalds and Dominos.

The indigenous hotel industry dominated by Udupi restaurants need to reinvent themselves to be able to challenge the new breed foreign fast food chains, which include changes in the ambience, the service model and the menu and reposition themselves as a not mere counter to the McDonalds but as unique on their own.

Governments should also be proactive rather than remaining passive regulators and tax collectors. By incentivising modernisation governments can indirectly help make local hotels more competitive.

While people continue to eat potato vadas and idils, many do not like to eat them at old-fashioned Udupi restaurants where the costs are now prohibitive while the products and the menu remain almost unchanged.

This has been the case with the Irani restaurants in Mumbai, several of which are on the verge of shutting down while some of them are merely refusing to shut shop despite mounting losses.

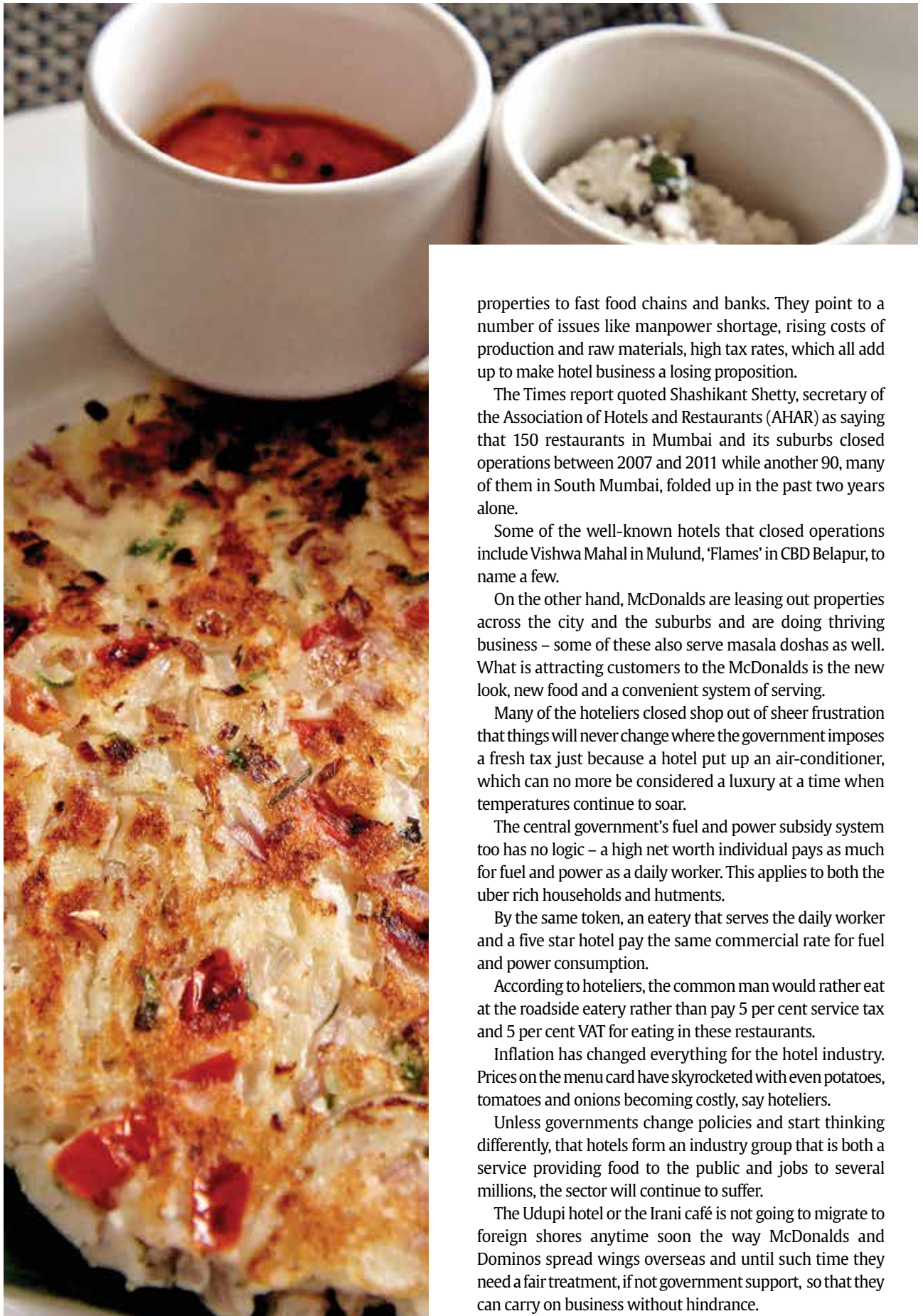
There should be an open dialogue between the government and the hotel industry, especially the smaller restaurants and eateries as they serve as cheaper source of food for the city's working population while at the same time providing employment to thousands of people, both directly and indirectly.

But the administration continues to look the other way. Even if the hotel entrepreneur is willing and want to change, he will be frustrated by the regulators by making approvals near impossible with a long chain of local government departments working at cross purposes, most often trying to extract the most from the hotelier.

Reports say around 90 Udupi hotels across Mumbai and its suburbs have shut shop as rising costs added to the hikes in taxes and a combative administration tries to chock enterprise.

A recent report in The Times of India pointed to an increasing number of Udupi restaurants are leasing out their





properties to fast food chains and banks. They point to a number of issues like manpower shortage, rising costs of production and raw materials, high tax rates, which all add up to make hotel business a losing proposition.

The Times report quoted Shashikant Shetty, secretary of the Association of Hotels and Restaurants (AHAR) as saying that 150 restaurants in Mumbai and its suburbs closed operations between 2007 and 2011 while another 90, many of them in South Mumbai, folded up in the past two years alone.

Some of the well-known hotels that closed operations include Vishwa Mahal in Mulund, 'Flames' in CBD Belapur, to name a few.

On the other hand, McDonalds are leasing out properties across the city and the suburbs and are doing thriving business – some of these also serve masala doshas as well. What is attracting customers to the McDonalds is the new look, new food and a convenient system of serving.

Many of the hoteliers closed shop out of sheer frustration that things will never change where the government imposes a fresh tax just because a hotel put up an air-conditioner, which can no more be considered a luxury at a time when temperatures continue to soar.

The central government's fuel and power subsidy system too has no logic – a high net worth individual pays as much for fuel and power as a daily worker. This applies to both the uber rich households and hutments.

By the same token, an eatery that serves the daily worker and a five star hotel pay the same commercial rate for fuel and power consumption.

According to hoteliers, the common man would rather eat at the roadside eatery rather than pay 5 per cent service tax and 5 per cent VAT for eating in these restaurants.

Inflation has changed everything for the hotel industry. Prices on the menu card have skyrocketed with even potatoes, tomatoes and onions becoming costly, say hoteliers.

Unless governments change policies and start thinking differently, that hotels form an industry group that is both a service providing food to the public and jobs to several millions, the sector will continue to suffer.

The Udupi hotel or the Irani café is not going to migrate to foreign shores anytime soon the way McDonalds and Dominos spread wings overseas and until such time they need a fair treatment, if not government support, so that they can carry on business without hindrance.



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By - S. Suchithra

Anyone reading this article has surely patronized a restaurant sometime in our lives. Each of India's 28 states have different cuisines and food habits- each more distinct than the other.

Thanks to modernization of Indian Railways' network, all major cities and towns are now easily accessible from the remote most corner of the country. Consequently, migrants from various states converge on mega-cities such as Mumbai to pursue their dreams of striking rich. This, in turn, has caused entrepreneurs from various states to open ethnic restaurants in distant locations, especially cities, to provide tastes and flavors of their home state to their compatriots. Their endeavor has been richly rewarded: Major cities in India now boast of restaurants serving cuisine from various states of the republic.

The restaurant is such a seemingly natural and necessary institution that you'd suspect it's been with us for as long as man has lived in cities. But the restaurant, as we know it today, is a surprisingly recent development. That's not to say there weren't any commercial eating places before our time. But the menu, with its choice of dishes, is only about 200 years old. The fact is that the diner or the coffee shops in which you may have lunch today offers more of a menu selection than the best of restaurants of the world did just a few centuries back.

The earliest forerunners of the restaurant

were the medieval tavern and cook shop. The tavern customarily provided a daily meal, or "ordinary," at a fixed hour and price, usually serving just one dish, much like a household cook providing dinner for a large family. Cookshops primarily sold cooked meat for carry-out, but some did, on occasion, serve food on the premises.

By the 16th century, Englishmen of all classes were in the habit of dining out often. Local taverns offered fixed price meals, wine, ale, and tobacco, and served as a meeting place and informal clubhouse to boot. Entry was generally restricted to men. Among the more famous Elizabethan taverns in London were The Falcon, a popular haunt of actors, and The Mermaid, often frequented by William Shakespeare.

Beginning in England around 1650, the coffee house began taking over many of the tavern's social functions. At first, the coffee house served only coffee, tea, and chocolate, all new arrivals to Europe. Then, the coffee house began providing wine, ale, and occasional hot meals. Another attraction was its supply of gazettes and newsletters regularly kept on hand for coffee swillers on their way to and from work. The clientele evidently was quite varied. An early eighteenth-century writer noted: "Some shops are a resort for learned scholars and wits; others are the resort of dandies, or of politicians, or again of professional newsmongers, and many are temples of Venus."

For the first real restaurant, we must

naturally turn to France. In 1765, a soup vendor named Boulanger opened a shop offering diners a choice of dishes rather than the then standard "ordinary" or "table d'hôte" dinner. The sign above Boulanger's door read "Restaurants," meaning "restoratives," referring to the hot soups and broths available inside. The term restaurant or a derivative, was eventually adopted by many other nations and languages, although the word was not generally used in England until the late nineteenth century.

Hungry Parisians so enjoyed the new eating place that hundreds of similar establishments began springing up around the city, one offering close to 200 different meat dishes daily.

The first "luxury" restaurant to open its doors in Paris was La Grande Taverne de Londres, founded in 1782 by Antoine Beauvilliers. He was later to write a cookbook that became a standard work on French culinary art. According to the noted gastronome Brillat-Savarin, Beauvilliers' establishment was the first to offer the four essentials of a fine restaurant: "an elegant room, smart waiters, a choice cellar, and superb cooking."

Prior to the French Revolution, aristocrats maintained elaborate culinary staffs. When the aristocracy was driven from power, their cooks were likewise driven from the kitchen. Many sought work in restaurants or opened their own eating places. By 1804, there were well over 500 restaurants in Paris.



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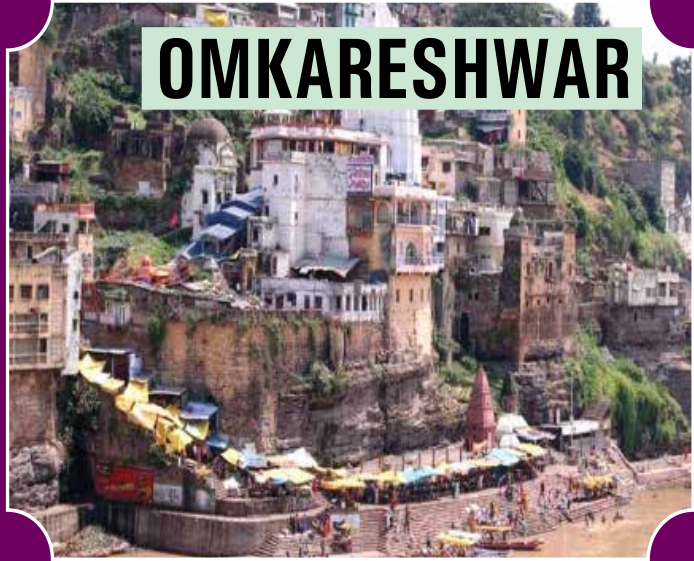
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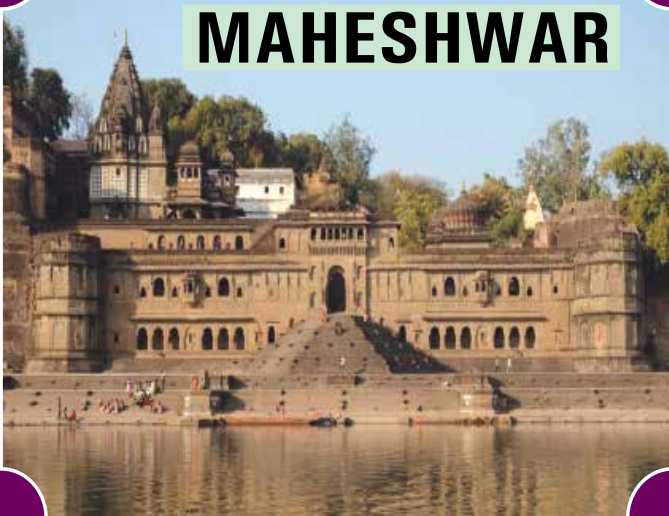
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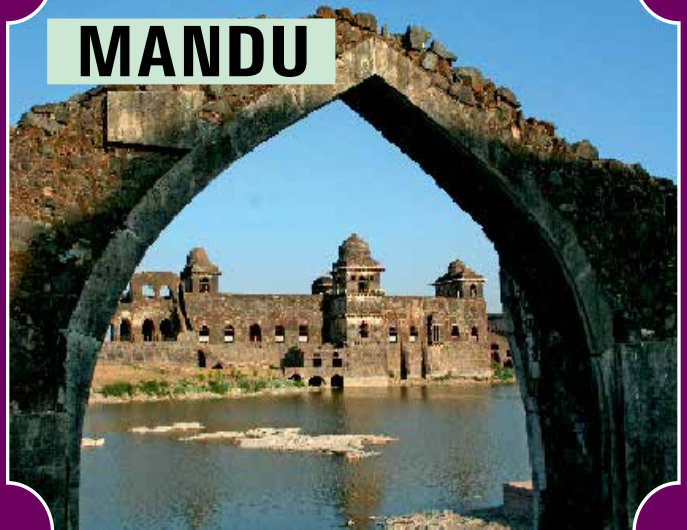
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The great culinary establishments of 19th century Paris included the Wry, whose menu listed twelve soups, twenty-four fish dishes, fifteen beef dishes, twenty mutton specialties, and scores of side dishes. In 1869, the Wry was merged with a neighboring restaurant to form the Le Grand Vhfour, which still ranks near the top among French restaurants. Another great restaurant of the era, the Cafe Anglais, had a chef, Adolphe Duglare, who created the famed "Three Emperors Dinner" in 1867 for three well-heeled diners: Tsar Alexander II of Russia, his son, the future Alexander III, and William I, the future emperor of Germany.

Across the English Channel, by the end of the nineteenth century, the tavern had given way to the restaurant and the tea shop. The first teahouse opened in 1884, initially serving only teas. Later, it offered full meals. Teahouses became immediately popular among women, who for the first time had a place where they could eat in public without a male escort. Meanwhile, the lower classes turned to cheap eateries nicknamed "dives" due to their customary underground location.

In the United States, the earliest restaurants on record appeared in Philadelphia around 1680. The Blue Anchor Tavern was among the first. New York's Fraunces Tavern, the site of George Washington's farewell to his troops, was a popular watering hole in Revolutionary times, and still operates today.

The major American innovations in the field of eateries were the self-service restaurant and the automatic restaurant. The first self-service eatery in New York opened in 1885, but self-service establishments called cafeterias first became popular in San Francisco of the gold rush era.

The first automatic restaurant was opened by the Horn & Hardart Baking Company in Philadelphia in 1902, using mechanisms imported from Germany. Other American innovations were the specialty restaurant, the steak house and seafood restaurant, for example, the Pullman diner car, and the riverboat dining room.

By 1955, there were close to 200,000 eating places in the United States, one for every 800 persons, serving over 60 million meals a day with a staff of 1.3 million workers. Annual sales totaled about 9 billion dollars, making the restaurant the third largest retail business in this

country. About 20 percent of all restaurant sales are now rung up on the cash registers of large American chains. These include Howard Johnson's, McDonald's, and other various hamburger drive-ins.

Today, the last word in gastronomic excellence is the guide published by the Michelin Corporation, a French tire firm. Michelin annually rates restaurants in thousands of towns and cities, awarding each from zero to three stars according to culinary quality. One star indicates good quality in its class; two stars suggests the restaurant is well worth a detour; and three ranks the establishment among the best in the world.

In a recent typical year, Michelin rated a total of 3,036 restaurants in France: 2,382 were rated but unstarred; 581 received one star; 62 received two stars; and only 11 restaurants earned the highest Michelin compliment of three stars. Five of these gastronomic palaces were in Paris, among them Le Grand Vh four and La Tour D'Argent, the oldest surviving restaurant in Paris.

Many culinary connoisseurs, however, maintain that for the best in haute cuisine you'll have to travel to Vienne, near Lyons, where you'll find the renowned Pyramide. Other gourmets would name Paul Bocuse's Auberge Pont de Collonges, near Lyons, as the world's premier restaurant, or perhaps the Auberge de 1,111 in Illhausen, Alsace, or the Hotel Cote D'Or in Saulieu, near Dijon.

France, of course, has no monopoly on fine food. (Modern French cuisine, by the way, is Italian in origin.) Many gourmets avow that Chinese cuisine is actually the world's finest, and excellent Oriental restaurants can be found in most cities of the world.

It's been estimated that a New Yorker can dine out every night of his life until age sixty-five without visiting any establishment twice!

Among New York's restaurants, Lutece and La Grenouille have been given high marks by Michelin, and certainly rank among the finest restaurants on this side of the Atlantic. Windows on the World, located atop one of the 110-story World Trade Center towers, has been lauded for its view more than its food. Reservations for dinner at the sky-high restaurant must sometimes be made weeks in advance. And any list of Gotham's posh restaurants must include The Palace where dinner prices are, at this writing, \$75 per person, without drinks!

The restaurant as we know it today is less than 220 years old! Until the 18th century, people who wanted to eat out went to a tavern, where only one dish was offered each day, and only men were allowed. Or they went to a cook shop, where meat was cooked, and brought home a "take-out" dinner.

The first real restaurant offering a menu with a choice of dishes opened in Paris in 1765. A sign outside this eatery bore the word restaurants, which is French for "restoratives," because of the healthful soups and broths served there. This word eventually became the name of an eating place in almost every country in Europe.

There are more than 200,000 restaurants in the United States, serving over 60 million meals per day!

Up until 1765, diners were offered only what innkeepers chose to serve.

But then, a Paris chef named Boulanger began offering a choice of nourishing soups to passersby and on a board hanging over the door he painted the word "Restaurant," meaning "to restore."

Boulanger was so successful that throughout the world dining rooms still display his original sign, "Restaurant," a promise to restore energy.

The word restaurant is still used today for an establishment where meals are served to customers.





# Indian restaurant business is 24 times bigger than Flim industry

By - Bhaskar K. Shetty

The market size of the country's restaurant sector is Rs.247,680 crore (\$48 billion), which makes it 24 times bigger than the film industry and places it \$9 billion ahead of the telecom sector. And, it is projected to swell to Rs. 408,040 crore (\$78 billion) by 2018 at a compounded annual growth rate (CAGR) of 11 per cent with the organised sector expanding at 16 per cent.

The National Restaurant Association of India (NRAI) and management consultancy firm Technopak have presented this buoyant picture in the India Food Services Report 2013, which was released in the Capital by Union Commerce and Industry Minister Anand Sharma.

The report estimates that the industry, 70 per cent of which is in the unorganised sector, provides direct employment to 4.6 million people. Besides, by lifting demand for real estate and food products, it creates multiple job opportunities in ancillary industries such as construction, food processing, logistics and kitchen equipment. It also contributes up to Rs. 11,900 crore as revenues to the Central and state exchequers.

Driving this recession-proof growth is a cocktail of factors listed in the report: swelling disposable incomes, rising population of younger people, widening exposure to new cultures and cuisines, growing propensity of eating outside the home, and the increasing popularity of takeaways and home deliveries.

There are shades of grey as well in this rosy picture despite the impressive figures (and the bulging list of private equity firms and venture capitalists investing in restaurant chains) that crowd the report. On the sidelines of the report's release, NRAI president Samir Kuckreja pointed out that the restaurant industry is "overtaxed and over-licensed".

With no political unanimity over a uniform goods and service tax, patrons of restaurants in the organised sector have to pay VAT (10-15 per cent on food across states, and up to 70 per cent, as in the case of Andhra Pradesh, on alcohol) and service tax (4.94 per cent), which is charged even on takeaways and home deliveries.

Dhabas don't pay any tax (some of them which have turned air-conditioned have just come into the service tax net) though they form the bulk of the unorganised sector, which account for 70 per cent of the restaurant market. The NRAI has been lobbying with state governments to rationalise taxes and offset the losses by making dhabas pay VAT.

## THE BIG BITE

- **36%** fast food consumers dine at quick service restaurants from 7-10 pm
  - **23%** frozen dessert/ice-cream sales in Oct-Nov in north India
  - **61%** of 14-17 years olds eat out, at least once a week
  - **31%** consumers prefer north Indian food making it the most popular cuisine
  - **35%** share of restaurants, the highest in India, among all outlets at R City Mall, Mumbai
- Source : India Food Services Report 2013 (NRAI and Technopak)



# These design forward restaurant trends are worth a second look

**L**iving walls. Communal seating. Rooftop bars. Been there, done that. It's tempting to let design trends go by without a second glance. Like menu items, there will be a new one to come along before you have a chance to water the moss along your backbar. Still, it's worth it to keep an eye on design currents because, as all restaurant operators know, the experience does not fully rest on the plate. Diners' expectations have evolved, and operations from QSRs to fine dining need to be greener, more high tech and more creative than ever. We've sifted through the fads to bring together four on-the-rise trends that are shaping the way customers experience—not to mention feel about—the spaces in which they dine.

## Brighter "green"

Sustainable design is here to stay. Chicago research firm Technomic identified eco-consciousness in the restaurant industry as one of the top trends for 2014. Living walls brought the notion front and center: what once was largely a behind-the-scenes setup moved out

to the dining room, the same way open kitchens did.

The next generation of living decor is off the wall, literally. It's also more functional—not just decorative. At Little Beet in New York City, for example, healthy food rules the fast-casual concept, and that philosophy is supported in the design. Here, plants and herbs move up the wall and onto the ceiling, suspended from a custom metal grid. At Jose Garces' JG Domestic in Philadelphia, there are "living tables" with holes cut out of the surface to accommodate potted trees. Here, too, the living walls actually are living windows, with rows of indoor planters lining the glass that borders the booths. Bouley Botanical, David Bouley's event space in New York City, has similar planters, referred to as a "living pantry," lining its windows for passersby to see. The goal for all? To drive home the concept's authenticity and use of fresh ingredients with permanence.

Published in Restaurant Business newsletter

By Jennifer Olvera





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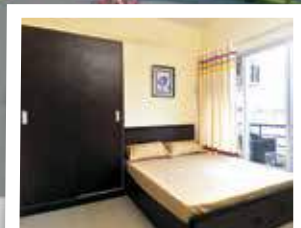
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Actual picture of the show flat (Kitchen)

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By - Forever News Reporter

As India's population soars past one billion, the challenge of feeding its people also grows. The food processing industry is positioned to be a vital part of the solution. The food processing industry in India has been hailed as one of the sunrise sectors for 25 years now. Although the potential has never been in doubt, its importance as a key growth driver is being realized only of late.

The food processing industry is estimated to be around USD 180 billion (INR 8 Lakh Crore), and contributes about 1.3-1.5% to India's GDP. Nevertheless, given India's billion plus population, the food processing industry has a wider role to play in the coming years. Besides its core role of increasing shelf life of food, preserving food nutrients in the supply chain and providing fortified products targeted at micronutrient deficiencies, it needs to provide benefits to other areas in the value chain by providing farm extension services, improving price realization for the farmers by reducing intermediaries and strengthening supply chain through its forward and backward linkages. In other words the food processing industry needs to be "Agriculture Plus".

To feed the currently undernourished population of India would require a 3 to 4 percent increase in food supply. By 2025, two factors will impact the food requirement in the country, driven

primarily by increasing incomes, rapid urbanization and more inclusive growth.

The food value chain in India especially Hotels and restaurants are playing a crucial role in providing food for the needy is different from many other markets like U.S. due to unique consumption pattern in the country and presence of both organized and unorganized players. As a result, consumption at the retail level consists largely of non-processed products or food with very limited processing in key categories like fruits and vegetables, meat and poultry, dairy, grains, and pulses.

Most food products in India, like fruits and vegetables and milk, have a wide availability across the country, which is very unique to India. This leads to lower need for packaging and preserving food for transportation over longer distances.

In areas like core processing, warehousing, logistics, and production, the food value chain in India is still nascent with limited use of modern technology and labor-intensive processes as compared to countries like the U.S., which are characterized by large-scale contract farming, extensive cold chains, and advanced warehousing capabilities.

These differences lead to multiple challenges like higher wastage, limited opportunities for food fortification through nutrients and quality and safety risks. The food processing industry thus has a much

wider role in Indian context. This role can be split in to core activities which involve:

- Primary processing like cutting, cleaning and refrigeration.
- Secondary processing like of grain milling, manufacture of fruit pulps, frozen meat and poultry, packaged milk.
- Tertiary activities processing like manufacture of fruit jams and juices, biscuits, milk products, ready to eat meals, protein supplements, confectionery.

Food wastage is a significant issue, especially in perishable segments like fruits and vegetables. Losses in perishables can result from mechanical damage, microbiological agents, or aging of products. These losses can become significant with improper handling during storage and transportation and unsuitable environmental conditions such as high humidity. The inadequate cold storage facilities and lack of a modern warehouse infrastructure, along with a high number of intermediaries in India, lead to high nutrient loss in fruits and vegetables. It is estimated that around 7 to 8 percent of loss occurs in fruits and vegetables in India post harvesting. However, this does not account for loss of nutrients in fruits and vegetables that leads to lower economic value realization of produce. The food processing industry can play an important role in building the required infrastructure as well as introducing best practices for storage and handling.



# Pune Restaurant and Hoteliers' Association (PRAHA) felicitates AHAR President Mr. Arvind Shetty



PRAHA is one of the leading and prestigious Associations catering to the needs of Restaurateurs and Hoteliers in Maharashtra. It has been the tradition of PRAHA to identify and felicitate some "Who's Who" in the hospitality industry in its AGM. This year PRAHA felicitated AHAR President Mr. Arvind Shetty during their 2014 AGM at Hotel Garden Court, Chandni Chowk, Pune on 25th February 2014 PRAHA President Mr. Ganesh Shetty

and the Office Bearers received AHAR President Mr. Arvind Shetty and his delegates at the Venue and took them around the stalls after the joint inauguration of the exhibition.

In his opening remarks, the President, Mr. Ganesh Shetty recognized the presence of Mr. Arvind Shetty and his delegates with warmth in the AGM of PRAHA. He had all the good words and appreciation for Mr. Arvind Shetty for

providing able leadership to the Restaurateurs & Hoteliers and playing an Elder Brother's role to the hospitality industries of entire Maharashtra in general and AHAR in particular. He gracefully looked forward to his guidance whenever the Industry finds itself in crisis. He assured AHAR President wholehearted support and cooperation of PRAHA to all the endeavors of AHAR for the betterment of the Industry.

AHAR President was felicitated with presentation of Bouquet, Shawl and Plaque in the presence of all the Office Bearers of PRAHA and senior Hoteliers of Pune. He was also presented with Peshwai Petha (Headgear), a symbolic honor as a mark of utmost respect.

Answering the toast, Mr. Arvind Shetty thanked PRAHA for his felicitation and appreciated the great honour bestowed on him. He explained in detail the efforts taken by his Association in an attempt to alleviate the problems faced by the Hoteliers in Mumbai, the benefit of which naturally percolated down to the Hoteliers of whole Maharashtra. He informed the enlightened audience about the various petitions filed by AHAR in different courts with regards to issues like Dance Bar Case & MERC suit against BEST Undertaking in Supreme Court, FSSAI matter & Service Tax matter in Bombay High Court, Minimum Wages matter in Nagpur Bench of High Court and the Writ Petition against Excise Fees Hike in Bombay High Court.

He said that historically, AHAR never shied away nor shirked its responsibility to take lead in any moment of adversity with the unstinted backing of all the associations of Maharashtra and PRAHA being on the forefront. He expressed his gratitude to PRAHA for always standing behind AHAR's initiatives during all struggles and agitations pertaining to the Industry and sincerely hoped for the same in the days to come.



ESTD-1979, REGN.NO. : BY-11-7920

## INDIAN HOTEL & RESTAURANT ASSOCIATION

B-2, Wadala Shriram Industrial Estate, G. D. Ambekar Marg, Near Wadala Telephone Exchange Wadala, Mumbai : 400 031  
Tel.: 2417 1818 Telefax : 2417 3030 E-mail : aharmumbai@gmail.com Website www.ahar.in

Ref ahar/ /2014

23.1.2014

To,  
**Shri Sitaram Kunte, I.A.S.**  
The Municipal Commissioner,  
MCGM,  
MCGM Bldg, Fort,  
Mumbai 400001.

Dear Sir,

**Sub: - Grievances of the Restaurateurs/Hoteliers of Greater Mumbai**

Ours is the largest Association of Restaurant and Hotel owners of Greater Mumbai with around 8000 membership.

We submit here below the grievances of the Restaurateurs/Hoteliers due to decade old Rules and Regulations, which not only results in harassment but also affects the growth of the industry which generates crores of rupees by way of charges, fees etc to the MCGM and state Government besides employing lakhs of workers.

The list of grievances along with our pragmatic suggestions based on the experience and knowledge of over 6 decades is as under.

		REQUEST
1)	EXTENTION OF TIMINGS	Timings of shops & establishments for Restaurants in the city should be extended up to 3.30 am to address the needs of the people who work & travel round the clock. This will increase the revenue for the city & also help in identifying itself as an international city.
2)	LICENSE FEE FOR GLOW SIGN & NEON SIGN BOARDS	We request MCGM to absolve Licensees from the above levy for illumination of their Sign-boards depicting just the name of the restaurant. Advertisements if any may be charged as per guidelines.
3)	REQUIREMENT OF GRADING SYSTEM IN RESTAURANTS	Grading of Restaurants should be done away as it is irrelevant in today's environment as most of the outlets follow high standards of Hygiene & customers choose restaurants after due diligence.
4)	ABOLITION OF MADIRA LICENSE	Storage & Service of Liquor in Restaurants is already monitored by the State Excise; hence issuing a madira license is duplication of work.
5)	BUILDINGS RECONSTRUCTED/ REDEVELOPED/ DILAPIDATED STRUCTURES	The matter was earlier discussed with the then Municipal Commissioner Shri Shrivastav. During the meeting in the presence of officers from various departments he had expressed his opinion that License of Restaurants undergoing the above mentioned process should be kept in abeyance for the said period & the same to be continued after necessary changes if any. The proposal should be duly Formulated.
6)	NOC FROM CHIEF FIRE OFFICER	While shifting from LPG cylinder to PNG (Mahanagar Gas) a fresh set of NOC should not be insisted upon as PNG was introduced as user-friendly & safer option. We would like to bring to your notice that the above NOC is not required in the case of housing societies & institutions, hence would be prudent to do away with the same which otherwise causes delays & complications.



7)	COOKING IN PUBLIC PLACES & PAVEMENTS BY HAWKERS	THE HON'BLE SUPREME COURT in a Landmark Judgement has banned cooking on the streets. We request the MCGM to take stern action against such activities in the interests of people's health & also gain Revenue by promoting legitimate Businesses.
8)	MEDICAL CHECK UP FOR EMPLOYEES / FOOD HANDLERS	Since FSSAI is monitoring the above function it is futile & sheer duplication of work for the MCGM staff, hence the same may be discontinued.
9)	REQUIREMENT OF N.O.C. FROM BUILDING DEPT	If Building is granted Occupation Certificate by the MCGM then a separate N.O.C from AE/BF should not be insisted upon while issuing fresh eating-house license. Problems may arise in old buildings where basic plans are not available.
10)	AMALGAMATION OF NEW GALAS	The plan should be passed at the ward level as AE/BF is custodians of DC rules.
11)	INTRODUCTION OF SINGLE WINDOW LICENSE CONCEPT	At present there is a lot of delay in issuing licenses & procuring various NOC from a number of departments in MCGM. The MCGM should introduce a single window system for New / Renewal of Licenses.
12)	TO REDUCE THE WATER CHARGES	A large number of people visit Restaurants to avail of drinking water as the city does not have enough Water Fountains for the benefit of floating public. MCGM should subsidise the rates charged to hoteliers for providing free drinking water to the general public.
13)	PERMISSION FOR USE OF GAS CYLINDERS	As Gas companies do not insist on N.O.C for using two cylinders the same should not be insisted upon by the Chief Fire Officer.
14)	CHARGING OF TRC ON BOTH SHOP & ESTABLISHMENT & HEALTH LICENSE	In many cases the hoteliers are charged TRC twice during renewal in both Shop & Establishment & Eating House Licenses. The above issue should be properly addressed by updating the computer software.
15)	REGULARISATION OF MEZZANINE FLOORS	The structures like mezzanine floors constructed prior to 1997 should be regularized..
16)	SCRAPPING OF LIC.394	As all the restaurants are covered under the FSSAI act & the same has mandated that all other local acts governing food shall stand repealed after introduction of the above mentioned act, MCGM LIC 394 should be withdrawn.
17)	LABOR MATTERS	As both the Govt. Labor Dept & the Shop & Establishment inspectors insist that they are empowered to address labor issues it becomes difficult for us to abide by the conditions. Hence both the departments should come to a consensus on the above.
18)	USAGE OF FRONT / SIDE / REAR AREAS OF THE RESTAURANT PREMISES	We request MCGM to regularise usage of the FRONT / SIDE / REAR areas of the Restaurant within the building premises as customers prefer certain food items cooked in front of them. Moreover permissions should be granted for a display counter / kitchen with provision of a single burner in the above mentioned areas.

Sir, Looking at the changing environment and to suit the present day scenario , we earnestly request your good self to consider the above suggestions, which will pave the way forward towards a vibrant industry addressing the needs of the residents & visitors to the city. It will also increase revenue for the government & local body through development of Tourism & also provide employment to lakhs of unskilled workers.

We anticipate your early consideration of the above in the larger interest of the Hotel Industry & the City Of Mumbai

Thanking You,

Yours Truly,

For Indian Hotel & Restaurant Association,

**Arvind Shetty**  
President



# Technology continues to transform the guest experience

New tools allow diners to find a restaurant and an open table; order and pay for their meals; and then review the experience while it's happening or soon after. This technology also offers restaurants some valuable opportunities.

By - Bhaskar K. Shetty

Technology is no longer a novelty in the food-service industry. It's the key to survival and success. According to the recently released National Restaurant Association report "Restaurant Industry 2020: A Snapshot of the Future," industry competition will continue to intensify in the years ahead, and operators will have focus on offering elevated levels of food and service in tandem with technological enhancements. As new technology slowly creeps into the restaurant world, a picture of the future is emerging. No part of the dining experience will be untouched, from the way hungry diners choose their destination to the way they pay their bill.

## Connecting Hungry Diners with Open Tables

Technology is all about empowering better choices: both for restaurants and their patrons. We've seen restaurants begin to offer online reservations and online advance ordering. Soon, guests may be able to search local restaurants based on current wait times and even purchase special offers sent via text, email and social media to entice visits during non-peak hours. During peak hours, guests will have the choice of a traditional pager or receiving a text to their cell phone, both managed seamlessly by a host with a centralized check-in system.

## Customized, Dynamic Menus

According to the NRA, nearly four in 10 consumers say they'd be likely to use an electronic ordering system and menus on tablet computers. That number increases dramatically in the coveted 18 to 29 age demographic. Indeed, some restaurants have started using tablets at the table for ordering, and that's just the beginning of what the technology can do.

Tablets allow restaurants to customize menus based on time of day, or they can emphasize highlighted specials and items with excess inventory. They can even tailor the menu to guest preferences for vegetarian, gluten-free or low-calorie selections. Digital menus also can help with upselling by suggesting additional menu items to go with a guest's selection.

## When a Menu is More Than a Menu

Tablets make great menus, but why stop there? More restaurants are choosing—or required—to provide detailed nutritional information. Tablet menus can allow guests to drill down on everything from calorie counts to ingredients. Tablets also can feature informative and entertaining games and videos, allowing restaurants to share content and promotions with adults while acting as a high-tech replacement to the coloring placemat and crayons for kids.



## Putting a Bow on the Guest Experience

We've all had the experience of a great meal ruined by a 10-minute wait for the check or credit card slip. Tablets now enable tabletop checkout at the guest's leisure. It's been reported that tablet-based checkout shaves seven minutes off the average diner's stay. Furthermore, tablet-based checkout can be another point for gathering a customer's email or cell phone information with an offer of digital coupons, something that 58 percent of restaurant-goers use on a regular basis, according to a recent survey.

## Fix It Before They Yelp It

Thanks to Yelp, UrbanSpoon, Facebook and Twitter, too many restaurant managers today are finding out about negative guest experiences as they are broadcast to the rest of the online world. Digital survey solutions give customers an easy way to offer feedback (and receive offers) before leaving the table. Managers also can be immediately notified of negative responses via text alerts, giving them the chance to rectify a situation before the guest leaves. Management also gets early insights into systematic problems with operations or specific staff members, allowing issues to be addressed early and accurately.

Furthermore, guests are 10 times more likely to fill out a digital survey on site than they are a traditional print or online survey. Krishna Palace, with eight locations across the country, reports that its digital survey solution has a whopping 80-percent response rate. Surveys can be yet another opportunity to build your customer database as well by offering a digital reward (i.e. discount) to be emailed to the guest as a thank you for completing the survey.

## The Value of Data and Automation

In today's world, you're only as smart as your data. Technology that helps manage guest flow, seating configurations, service delivery times and inventory gives restaurateurs the information to make smart reforms. Some systems using GPS-like technology are helping fast-casual establishments improve efficiency both short and long term by providing real-time information:


- Where is the guest sitting? (No more wasted time looking for the table tent number.)
- How long has the guest been waiting for food delivery? (Which order should the kitchen/expediter prioritise?)
- What tables are the most in-demand? (Does the restaurant need more four-tops and fewer two-tops?)

Quick-service restaurants have been on the forefront of

automating inventory tracking, something that is likely to expand to food service at large. By integrating data points (i.e. what a guest ordered with his survey satisfaction score), restaurants will be able to see in real time how their menu items are performing and make adjustments as needed.

The restaurant of the future truly revolves around the guest experience. For the first time, owners and managers will have the tools they need to both understand and cater to the guest's every need.





# High-end operators are having guests prepay for meals, and experts say it's just the beginning

By - S. Suchithra

**N**inety-five percent of customers who book a restaurant table show up to dine. That leaves five percent who don't. For some restaurants—particularly high-end small-format houses—those people are a problem. That's why, instead of taking reservations, some are using ticketing systems whereby consumers purchase a ticket to dine days or weeks before they visit the restaurant.

"We need to know exactly who is coming in," says Krissy Lefebvre, director of marketing for Trois Mec in Los Angeles. The restaurant has used ticketing since it opened last spring because it has only 28 seats, and a cancellation by a table of four could mean the loss of around 15 percent of a night's revenue. "[Over the long run], that would potentially put us out of business," says Lefebvre.

Nick Kokonas and Grant Achatz caused a stir in 2011 when they opened Next (the follow up to Michelin-starred Alinea) in Chicago with ticketing only. The goal was to eliminate no shows and to provide transparency about what tables were available and when. "All the unknowns are gone," says Kokonas. "If the food costs are more certain, we can buy better quality ingredients or put the money elsewhere." That's an advantage for the consumer in the long run, he adds. Another plus: "It takes away that awkward check dance at the end of meal, because it's all prepaid," Kokonas says.

Ticketing has been such a success at Next that Kokonas and Achatz implemented a similar system at Aviary, their upscale cocktail bar. In the past six months, the number of customers ordering the tasting menus at the Aviary has grown from 12 percent to 38 percent, Kokonas says. Nightly guest counts have risen significantly too, and check average is up 48 percent.

Season in San Francisco tried ticketing when it first opened in 2009, and the lack of a postprandial transaction



was one of the upsides. “We really enjoyed the fact that [customers] didn’t get a bill as the last memory in the restaurant,” says owner and chef Joshua Skenes. “It’s more attractive in a sense of hospitality.”

Ticketing hasn’t worked out since then for Saison; Skenes switched to standard reservations because the ticketing system’s software was not user-friendly and had too many steps for the guest. But ticketing’s not off the menu for good. Skenes is hoping to get a new ticketing system up and running. Ideally, he says, guests will have “two clicks, and they are done.”

Besides the guest experience and knowing the nightly cover count, the other attraction of ticketing is zero waste, says Trois Mec’s Lefebvre. “It allows us to keep our prices at an acceptable rate. If we had to worry about filling tables at the last minute, we’d probably have to increase our prices by at least 20 percent.”

A full house, especially in a small only expenses but the experience. “If you have an empty table, it changes the mood of the room. We consider Trois Mec to be a dining experience, so it’s important,” says Lefebvre.

Ticketing does have its detractors. “I believe in the crazy thing of actually trusting the customer,” says Howard Cannon, a consultant with Restaurant Expert Witness in Birmingham, Ala. “When you do ticketing, you’re causing the customer hassle up front ... So you’re irritating 95 percent of people because 5 percent aren’t showing up.”

There’s another downside, too, Cannon says. Consumer expectations are higher if they prepay for a ticket. It’s harder for the restaurant to live up to those expectations, which might result in fewer repeat customers. “You’ve changed the expectation of the consumer which, I think, has put you at the disadvantage,” he says.

The detractors don’t worry those restaurants that are using ticketing. “It’s the business model we’ve chosen that

allows us to best operate and provide this service,” Lefebvre says. “We realize this may be a limiting factor for some potential customers, but for us, it is what works best.” At Next, guests love it. “Almost universally, our customers understand it and welcome the opportunity to ... see the [table] inventory, choose the table and pay quickly,” says Kokonos.

“Ticketing can turn some off,” says Traci Allen, CEO of Traci Allen, Inc., a brand development firm in Washington, D.C. “But they are probably the people who wouldn’t have gone to that restaurant to begin with.”

She thinks we’ll eventually see ticketing used in casual and upscale dining, especially restaurants that are trendy, have limited seating capacity and are destination restaurants or touristy venues. “They can use their ticketing policy as a way to positively promote their brand and increase their value,” Allen says. “Now there is the perception that this restaurant uses ticketing because of its unique appeal, and this policy enhances the value of the restaurant to the [guest].”

Kokonos sees ticketing catching on at middle- to high-end restaurants in the next five years, and he even sees it working for QSRs. “Customers prepay and the restaurant doesn’t have to worry about yield management, so it can take that money and offer a better product with no waste.”

Nick Kokonos and Grant Achatz use a variation of ticketing at The Aviary, their upscale cocktail bar in Chicago. There, 50 percent of seats are booked through ticketing; leaving the other half for walk-ins. Buyers have three options:

1. Pay a \$20 per-person deposit, which is applied to whatever the party spends.
2. Prepay \$50 per person for a three-course cocktail menu.
3. Prepay \$135 per person for a five-course food and cocktail pairing menu.



# Rising costs and shrinking profits have compelled the city-based restaurants to down their shutters



By - G. Subrmanian

“Restaurants are preserving the old eateries, still the government is torturing them with their high taxes”, says owner of an eight-decade old restaurant in Lalbaug-Chinchpokloi area, New Sardar, VM Prabhu. Especially the old joints, which still believe in serving food at a minimum cost, cannot survive anymore, he adds. In fact, the restaurant industry is the first to be hit by recession or inflation and last to be recovered from it.

Association of hotels, bars and wine shop owners, mainly AHAR and HRAWI, have requested bars and shops to abstain from renewing their excise licences due to the 50% hike in fees for permit rooms. AHAR has also filed a writ petition in Bombay high court in this connection.

High excise fee is another area of concerns for the city-based hoteliers. The excise ministry, led by minister Ganesh Naik, had reportedly recommended reduction of the 50% hike to 25%.

But the finance ministry has not yet given a go-ahead to the proposal.

AHAR members proposed to raise the excise licences said their call to not renew licences might lead to the closure of some outlets in a short while as it is mandatory to renew licences at the end of every fiscal. The state has proposed to raise the excise licence fee from Rs 3.66 lakh to Rs 5.44 lakh. The hike, said AHAR secretary Sukesh Shetty, would make food and liquor costly by at least Rs 20.

“The state should reconsider the move as profits are vanishing due to inflation and maintenance costs”, said AHAR chief, Arvind Shetty.

A total of 28 petitions against the fee hike have been filed by AHAR so far. The Association’s petition in the Bombay high court was clubbed together with various other petitions and may be brought under a common bench as requested by the government pleader. The public prosecutor has requested for clubbing all these petitions to the Chief Justice.





Keeping in view the fact that the matter is very important and urgent for the restaurants having fully/partly air-conditioning, he sought an approval of Rs15 lakh as the legal expenses for filing SLP and pending dues from the house, which was done accordingly, he added.

State's frequent intervention in the restaurants' affairs has also been affecting their business. The state has deputed policemen within the bar premises between 1 pm and 1 am every day. It has made the business of restaurants and bars a difficult proposition. In fact, their cash registers have stopped ringing during that period due to the presence of cops, which otherwise used to be the peak business hours for them in past. The more disturbing thing is that the same kind of order was in place in the past too, but it had been withdrawn. Hence, reimposition of the already withdrawn order has been haunting the industry for quite some time now.

"Nevertheless, our continuous representations to the government will definitely lead to a favourable outcome", hope AHAR president, Arvind Shetty. The minister has already assured of considering revision, however nothing has come out on the topic as of now.

The Bombay high court in March had instructed the state that it must ensure that business at restaurants and bars remain unaffected and questioned its decision of posting constables between 1 pm and 1 am inside such establishments in Thane and Chembur-Govandi areas.

Service tax is yet another roadblock in the development of the restaurant industry. The judgment delivered by Bombay high court went against the interest of the industry. Therefore, AHAR is mulling to file a special leave petition (SLP) in Supreme Court against Bombay HC order on service tax.

A division bench of Justice Naresh Patil and Justice Abhay Thipsay was hearing a petition by AHAR, challenging the re-posting of cops at bars and restaurants from December 2013.

Addressing a monthly managing committee meeting of AHAR in Mumbai, AHAR president, had said, "The Bombay high court has dismissed our petition against imposition of service tax matter".

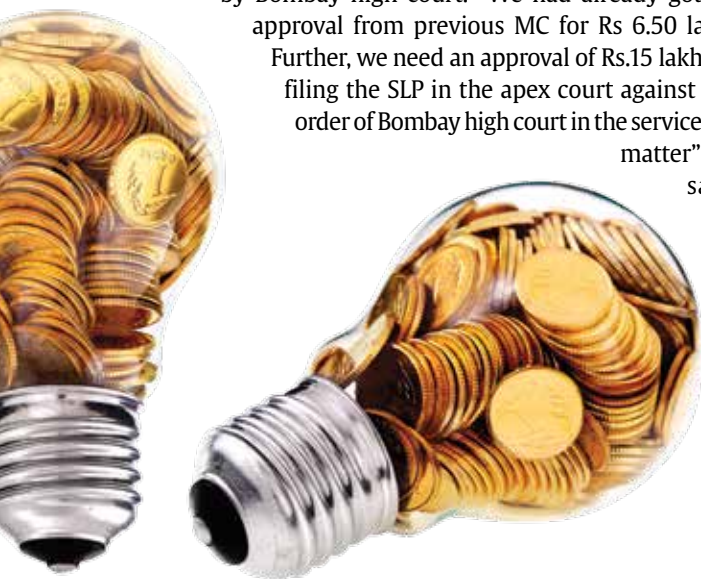
Government pleader Sandeep Shinde submitted that as the licensing authority, the police have the powers to regulate and maintain law and order. "There is material to show that some establishments continuously engage in unlawful activities," he said, adding some had been booked for immoral trafficking too.

"Our team is following up the matter in Delhi. Also, we are discussing the development with similar Associations in Tamil Nadu, Gujarat & Kerala", he added. A delegation of AHAR recently called on advocate Mukul Rohtagi and the draft SLP approved will be filed within a few days in the apex court.

The judges agreed with AHAR's advocate Veena Thadani when she said the police could always suspend or cancel licence of the violators. She argued that nowhere else in the state were cops posted in such a manner. She also added the police targeted establishments that were earlier dance bars but now had orchestra only. Stating there was no rule on the number of women who could be employed in restaurants; Thadani said "unreasonable" police restrictions forced them to hide the girls during raids. "After collecting huge amount as a license fee, it is an economic annihilation for us," Revenue from sale of liquor is top most revenue for the state," said Thadani.

Not to mention that the Association has been incurring heavy costs on the legal matters. Treasurer of the Association, Nitin R Shetty, said that AHAR had incurred legal expenses of Rs 11 lakh in the service tax matter, which was dismissed by Bombay high court. "We had already got an approval from previous MC for Rs 6.50 lakh. Further, we need an approval of Rs.15 lakh for filing the SLP in the apex court against the order of Bombay high court in the service tax matter", he said.

The judges said from a business point of view, no customer would like his identity to be revealed. Asking the authorities to "maintain a balance", the court asked the state to "create an atmosphere so that they could work".



Minimum wages is yet another area of great concern for the industry. To elaborate it, the industry is bleeding due to the strict norms on the subject as imposed by the state government.

In context of the intriguing minimum wages issue a counsel of AHAR attended a hearing on April 11 in the Nagpur high court and submitted its affidavit against the government response which was duly taken on record. The interim stay has been extended until 08 June. Hence, the Association has advised its members to pay 70% of the notified amount as directed by the high court and keep the rest aside until the matter is resolved. These additional expenses are eroding the profitability of the restaurant industry. Keeping aside such a huge amount will directly hit their earnings, it is believed.

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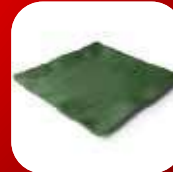
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Sunset: 18:28 hrs  
Moonrise: 01:24 hrs  
Moonset: 13:04 hrs

## 'Food Safety Act not implementable in toto'

Hoteliers say FSSAI is unclear on what's their responsibility

Maitri Porecha @maitriporecha

After the central Food and Drug Administration (FDA) issued a deadline of February 4, 2014, to food business operators for reg-

cern over how the law is not wholly implementable. There are close to 7,000 small and medium-sized restaurants in Mumbai. Most of them have registered with the state FDA under the FSSAI Act regulations. However, they contend that the law is not clear on what falls under the gamut of restaurant's responsibility and what doesn't. "We are against specific norms of the act-

ticular fruit or vegetable is pesticide-laden, we, the hotel owners, will be prosecuted under the new law for food poisoning, but the farmer won't be held liable," said a hotelier in Lower Parel.

Hotel owners also expressed unhappiness over the fact that under the new law they have to procure raw materials from vendors who are registered under the Act too. "We have no control

duce is procured from farmers

are difficult to implement."

tary conditions leading to illness

**UDAYAVANI - MUMBAI**

### ಸಂಸ್ಥೆಯನ್ನು ಬಲಿಷ್ಠಗೊಳಿಸುವುದು ನಮ್ಮ ಗುರಿ

#### ಆಹಾರ್‌ನ ಮಾಸಿಕ ಸಭೆ ಉದ್ಘಾಟಿಸಿ ಅರವಿಂದ್ ಶೆಟ್ಟಿ

ಅರವಿಂದ್ ಶೆಟ್ಟಿ ಆಡುವ ಮಾತನಾಡಿದರು. ಮುಂಬರುವ ಫೆ. 5: ಬೃಹದಾಂಶದ ಹೋಟೆಲ್ ಆರೋಪಣೆಗಳ ಆಘಾತ ಮುಂಬಡಿಕೆಗಳನ್ನು ಒಳಗೊಂಡು ಆಹಾರ್ ಸಂಘದ ಬಲಿಷ್ಠ ಸಂಸ್ಥೆಯನ್ನು ರೂಪಿಸುವುದನ್ನು ಗುರಿಯಾಗಿದೆ. ಈ ಮಾಸಿಕ ಸಭೆಯಲ್ಲಿ ಹೋಟೆಲ್‌ಗಳನ್ನು ಆಹಾರ್‌ನ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ತರಬೇತಿ ಮತ್ತು ಉದ್ದೇಶವಾಗಿದೆ ಎಂದು ಅರವಿಂದ್ ಶೆಟ್ಟಿ ಅಭಿಪ್ರಾಯಪಟ್ಟರು. ಅರವಿಂದ್ ಶೆಟ್ಟಿ ಆಡುತ್ತಿರುವ ಮಾತಿನಲ್ಲಿ ಪ್ರಾಥಮಿಕ ಸಭೆಯಲ್ಲಿ ಆಹಾರ್‌ನ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಅರವಿಂದ್ ಶೆಟ್ಟಿ...

**ಉದಯವಾಣಿ 2-1-2014 UDAYAVANI - MUMBAI**

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ನೂತನ ಕಾರ್ಯದರ್ಶಿ ಸಮಿತಿಯ ಪದಾಧಿಕಾರಿಗಳು.

ಮುಂಬರುವ ಫೆ. 5: ಇಂದಿಯನ್ ಹೋಟೆಲ್ ಆರೋಪಣೆಗಳ ಆಘಾತ ಮುಂಬಡಿಕೆಗಳನ್ನು ಒಳಗೊಂಡು ಆಹಾರ್ ಸಂಘದ ಬಲಿಷ್ಠ ಸಂಸ್ಥೆಯನ್ನು ರೂಪಿಸುವುದನ್ನು ಗುರಿಯಾಗಿದೆ. ಈ ಮಾಸಿಕ ಸಭೆಯಲ್ಲಿ ಹೋಟೆಲ್‌ಗಳನ್ನು ಆಹಾರ್‌ನ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ತರಬೇತಿ ಮತ್ತು ಉದ್ದೇಶವಾಗಿದೆ ಎಂದು ಅರವಿಂದ್ ಶೆಟ್ಟಿ ಅಭಿಪ್ರಾಯಪಟ್ಟರು. ಅರವಿಂದ್ ಶೆಟ್ಟಿ ಆಡುತ್ತಿರುವ ಮಾತಿನಲ್ಲಿ ಪ್ರಾಥಮಿಕ ಸಭೆಯಲ್ಲಿ ಆಹಾರ್‌ನ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಅರವಿಂದ್ ಶೆಟ್ಟಿ...

**LPG bloating food prices in city eateries**

Chittaranjan Tembhekar | TMN

Mumbai: Rates on the menu of your favourite jhli/thali restaurant are today more than twice what they used to be five years ago. Restaurant owners blame rising costs, mainly for cooking gas.

A study by Ahar, the umbrella organization of 8,000 restaurants and bars, found that LPG accounts for 15% of their expenses as compared to 7% in...

**Rate cards of city eateries double in 5 years**

Category	2008 Price	2013 Price
10-20	25	45
20-30	35	70-80
30-40	45	100-120

**PLATEFUL OF WOES**

The food agencies have raised LPG rates by 10% in 2013. The charge of LPG used in kitchen is 10% more than 2012.

**THE COOKING GAS PROBLEM**

As per the report, the LPG price has increased by 10% in 2013. The cost of LPG used in kitchen is 10% more than 2012.

**LPG Makes Up 15% of Hotel Expenses, It Was 7% in 2009**

Chittaranjan Tembhekar | TMN

Mumbai: The cost of LPG used in kitchen is 10% more than 2012. The charge of LPG used in kitchen is 10% more than 2012.

**Liquor to become dearer as licence fee goes up by 50**

Umesh Seth | MumbaiMirror

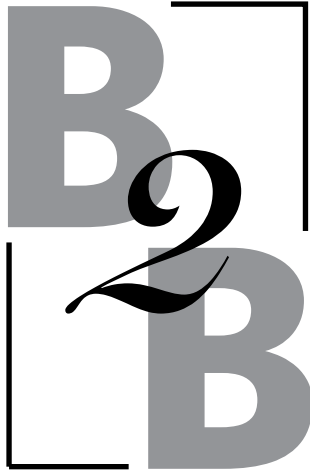
Y our favorite peg of liquor will become dearer in the coming days as the state government has hiked licence fee of all permit rooms and wine shops by almost 50 per cent.

According to sources from Maharashtra State Excise department, the government has recently reviewed the licence fee, which has not been increased for three years. As per policy, it is mandatory to hike the fee by 10 per cent every year.

"It is a huge blow for the hospitality industry, which is already reeling under the pressure of inflated liquor prices and taxes. Further hike is going to burn holes in our pockets. We will have no choice but to pass it on to the customers," said Arvind Shetty, president of Indian Hotel and Restaurant Association (IHAR).

Excise commissioner Sanjay Mukherjee was unavailable for comments.





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