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KPHRA VARTHE

Official Journal | Karnataka State Hotels Association

HOSA BELAKU New Team KSHA's Roadmap



Release of Roadmap - Vision Statement by Sri G.K. Shetty, the incoming President of Karnataka State Hotels Association at 'Sammilana', District Coordination Meet at Ananthya, Palace Grounds, Bengaluru. Chief Guests, Hon'ble Sriyuths M.B. Patil, Minister for Large & Medium Scale Industries and Infrastructure, Ramalinga Reddy, Minister for Transport & Muzrai, Dinesh Gundu Rao, Minister for Health & Family Welfare, GoK along with Dr. K. Prakash Shetty, Chairman, MRG Group, P. Suresh Shetty, MLA, Kaup Constituency and Office-Bearers of KSHA presided.

New Team KSHA's
Vision Statement Launch

FHRAI 54th Annual
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KSHA's Vision
for Change

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ಸಂದೇಶ

ಶ್ರೀ ಸಿದ್ದರಾಮಯ್ಯ
ಸನ್ಮಾನ್ಯ ಮುಖ್ಯ ಮಂತ್ರಿಗಳು
ಕರ್ನಾಟಕ ಸರ್ಕಾರ

ವಿಧಾನ ಸೌಧ
ಬೆಂಗಳೂರು - 560 001
ದಿನಾಂಕ....30.08.2024.

ಮು.ಮಂ./ಆ.ಕಾ./ **/2024**

ಸಂದೇಶ

ಸುಮಾರು 70 ವರ್ಷಗಳಿಂದ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘವು ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳ ಸಂಘಟನೆಯು ಹೋಟೆಲ್ ಉದ್ಯಮದ ಬೆಳವಣಿಗೆ ತನ್ನದೇ ಆದ ಕೊಡುಗೆಯನ್ನು ನೀಡುತ್ತಾ ಬಂದಿದೆ. ಆತಿಥ್ಯದೊಂದಿಗೆ ಲಕ್ಷಾಂತರ ಜನರಿಗೆ ಉದ್ಯೋಗ ಒದಗಿಸುತ್ತಿದೆ. ಕೋವಿಡ್ ಸಂಕಷ್ಟದ ಆತಂಕ, ನವೀನ ತಂತ್ರಜ್ಞಾನ, ಆಹಾರ ಸರಬರಾಜು ಮೊಬೈಲ್ ಆಪ್ ಗಳು, ಅಂತರರಾಷ್ಟ್ರೀಯ ಆಹಾರ ಬ್ರಾಂಡ್‌ಗಳು, ಇವೆಲ್ಲವುಗಳ ನಡುವೆಯೂ ಹೊಸತನವನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುತ್ತಾ ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮವು ಗಮನಾರ್ಹ ಬೆಳವಣಿಗೆ ಸಾಧಿಸಿದೆ. ಇದೆಲ್ಲದರ ಸಂಘಟಿತ ಪ್ರತಿನಿಧಿಯಾಗಿ ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಹೋಟೆಲುಗಳ ಸಂಘವು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವುದು ಶ್ಲಾಘನೀಯ.

ಸಂಘವು ದಿನಾಂಕ: 31.08.2024 ರಂದು ಬೆಂಗಳೂರಿನಲ್ಲಿ ಆಯೋಜಿಸಿರುವ ರಾಜ್ಯಮಟ್ಟದ ಜಿಲ್ಲಾವಾರು ಸಂಘಗಳ ಸಂಘಟನಾ 'ಸಮ್ಮಿಲನ' ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಶುಭಾಶಯಗಳನ್ನು ಕೋರುತ್ತೇನೆ. ಜಿಲ್ಲಾ ಸಂಘಟನೆಗಳ ಬೆಂಬಲ ಹಾಗೂ ಸಹಯೋಗದೊಂದಿಗೆ ಆಹಾರ ಸುರಕ್ಷತೆ, ಗುಣಮಟ್ಟ, ರುಚಿ ನಾವೀನ್ಯತೆಯನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮವು ಇನ್ನಷ್ಟು ಎತ್ತರಕ್ಕೆ ಬೆಳೆಯಲಿ ಎಂದು ಆಶಿಸುತ್ತೇನೆ.

Siddaramaiah
(ಸಿದ್ದರಾಮಯ್ಯ)

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ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘ(ರಿ.)
ಬೆಂಗಳೂರು.

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Vice President

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GOVERNMENT
OF INDIA

सत्यमेव जयते

MESSAGE

Sri H D Kumaraswamy

Hon'ble Union Minister for
Heavy Industries and Steel
Government of India

एच. डी. कुमारस्वामी
H. D. Kumaraswamy



सत्यमेव जयते

मंत्री
भारी उद्योग एवं इस्पात मंत्रालय
भारत सरकार, नई दिल्ली
Minister of
Heavy Industries and Steel
Government of India, New Delhi

Message

Dear Members of the Karnataka State Hotels Association (KSHA),

I extend my heartfelt congratulations to Sri G.K. Shetty, and his team, at the helm of the Karnataka State Hotels Association for the period 2024-2027. I am sure that your tenure will unfold a landmark era for the Association and KSHA will continue to thrive and lead the hospitality sector to new heights.

The Karnataka State Hotels Association has made remarkable contributions to the states economy, playing a crucial role in the growth of the hospitality industry. Your dedication has not only enriched Karnatakas tourism landscape but also significantly contributed to job creation and substantial tax revenues. Your efforts have been instrumental in positioning Karnataka as a key destination for both business and leisure.

The Government of India is committed to supporting this industry through various initiatives and policies aimed at fostering growth and enhancing infrastructure. This support is integral to our vision of driving economic development and improving the sector's overall sustainability.

As you embark on this new journey together we can continue to strengthen the hospitality sector, contributing positively to Karnataka economy and ensuring its continued success.

My best wishes to you once again.


(H D Kumaraswamy)



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Sri M B Patil

Hon'ble Minister for Large &
Medium Scale Industries and Infrastructure
Government of Karnataka



MESSAGE

Dear Members of the Karnataka State Hotels Association (KSHA),

I am delighted to extend my warmest congratulations to the newly elected team of Office Bearers, under the esteemed leadership of Sri G.K. Shetty, as you embark on your tenure for the period 2024-2026. This new leadership brings with it the promise of continued excellence and innovation in the hospitality sector.

The Karnataka State Hotels Association has played an indispensable role in shaping the hospitality landscape of our State. Your unwavering commitment has not only enriched Karnataka's tourism appeal but has also significantly contributed to our economy through job creation and substantial tax revenues.

Your efforts have fostered growth and enhanced the quality of service within the sector, making Karnataka a premier destination for both business and leisure.

The Government of Karnataka is proud to support the hospitality sector, recognizing its vital contribution to our state's economic development. We have continually worked to provide a supportive policy environment, improved infrastructure, and incentives aimed at fostering growth and sustainability in the industry.

As you take on this important role, please be assured of the Government's full support for all your initiatives and activities. We are committed to working collaboratively with KSHA to further advance the interests of the hospitality sector and contribute to the overall prosperity of Karnataka.

Congratulations once again, and I look forward to a successful partnership in the years ahead.

Sincerely,

Sri M B Patil

Minister for Large & Medium Scale
Industries and Infrastructure
Government of Karnataka



G K Shetty

Madhukar M Shetty

Santhosh Kumar Shetty

Shekhar Naidu

Navigating the Future of the Hotel Industry in Karnataka

EDITORIAL: Namma Nimmalli

As we look at the vibrant landscape of Karnataka's hotel sector, it's clear that this industry is not just a crucial player in the State's economy; it is a significant contributor to the overall quality of life for its residents. With a rich tapestry of culture, history, and natural beauty, Karnataka has seen remarkable growth in its hospitality sector, which now stands as a key pillar of the state's GDP. The hotel industry contributes substantially to the State's revenue through GST and taxes while generating countless jobs across various skill levels.

The evolution of Karnataka's hotel sector has opened new avenues for investment and innovation. Emerging trends such as eco-tourism, wellness retreats, and experiential travel are reshaping the industry. This shift not only enhances the visitor experience but also aligns with global trends towards sustainability and responsible tourism.

However, as we celebrate these opportunities, we must also acknowledge the challenges that persist. From fluctuating demand due to external factors to rising operational costs and staffing shortages, the road ahead requires strategic navigation.

For the hotel sector to fully harness its potential, we need proactive support from both State and central governments. Enabling policies - such as streamlined licensing processes, tax incentives for eco-friendly initiatives, and enhanced infrastructure development - can significantly improve operational efficiency and market reach. A focus on promoting Karnataka as a premier tourist destination can attract both domestic and international visitors, fueling further growth in the industry.

In this context, the Karnataka State Hotels Association (KSHA) is poised to play a vital role. With its new incoming team of Office-Bearers, KSHA is committed to strengthening its connections with district representatives, ensuring that the voice of the hotel industry is not just heard but resonates throughout the State.

By advocating for the interests of hoteliers and fostering a collaborative environment, KSHA aims to unite the industry in addressing its challenges and seizing emerging opportunities.

As we stand at this pivotal moment, it is essential for all stakeholders to come together - hoteliers, government bodies, and industry associations - to create a robust framework that supports growth and innovation. The synergy between policy and practice will be instrumental in shaping the future of Karnataka's hotel sector, paving the way for a thriving industry that enhances the economic fabric of our State.

Summing up, let us embrace the potential of Karnataka's hotel industry, recognizing it as a cornerstone of our economy and a driver of progress. Together, with the right policies and a united voice, we can chart a course toward a brighter future for hospitality in Karnataka.

From The President

Karnataka State Hotels Association

G K SHETTY



It is a great and unforgettable honour for me to take charge of the Karnataka State Hotels Association (KSHA) which has been diligently serving the cause of the hotel industry ever since 1954. When it comes to representing Karnataka's vibrant hospitality industry, the KSHA has been at the forefront for over 70 years.



At the outset, I would like to express my heartfelt gratitude to each and every one of you for the faith and trust reposed in me and my team and assure you all that we shall not spare any effort to come up to your expectations, if not exceed them.

At the Karnataka State Hotels Association, our vision is to transform the hospitality landscape into a realm of excellence and innovation. We are committed to elevating our Association to the pinnacle of the hospitality sector, setting new benchmarks for service, sustainability, and success.

We aim to foster a thriving community where every member not only meets but exceeds industry standards, crafting unparalleled experiences that enchant our guests and inspire our peers. We will strive to redefine the future of hospitality, making Karnataka a beacon of brilliance in the nation's vibrant hospitality industry."

My team pledges to work tirelessly with a single-minded vision to help realise the aspirations, resolve the grievances and respond to the suggestions of our Members, and together rebuild the hotel sector and the hospitality industry in Karnataka as a leader in the country.

We shall sincerely try to forge connections with vision and integrity, turning collaboration into innovation and commitment into success. We will go beyond creating networks and will strive to cultivate communities where shared goals and mutual respect drive transformative progress.

We propose to implement a strategic meeting schedule, with bi-monthly Executive Committee meetings in Bengaluru and districts, and quarterly zonal meetings with local officials to address regional challenges. Annual state-level awards will celebrate excellence in hospitality, recognizing

both seasoned and innovative hoteliers. A three-day state convention will analyse industry trends, identify challenges and provide actionable insights.

We will also advocate for fair regulatory practices, including adjustments to FSSAI penalties and gas supply tax reforms. Training programs will enhance service standards, while a comprehensive sector survey will gather crucial industry data. Our efforts will include establishing a Membership Directory, promoting tourism through historical site adoption and organizing community wellness programs.

Additionally, KSHA will streamline membership processes and strengthen government relations to foster unity and support workforce development.

I take this opportunity to thank each and everyone who have wholeheartedly supported for the success of recently concluded "Sammilana" and the release of this magazine. Thank you all once again for your support and I assure you that my team will not be found wanting in our commitment to serve you all with total dedication and sincerity.



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KSHA's Vision Statement Launch Honours Achievers of Hotel Industry



The Roadmap – Vision Statement – released by Sri G K Shetty, the incoming President of Karnataka State Hotels Association® (KSHA) is an insightful document that underlines the passion and commitment of the new Team for their tenure 2024-26, said Sri M B Patil, Hon'ble Minister for Large & Medium Scale Industries and Infrastructure, inaugurating Sammilana, District Coordination Meet held on August 31, 2024 at Anantha, Palace Grounds, Bengaluru.



KSHA honoured Dr. K Prakash Shetty for his remarkable achievement in the Industry

Chief Guest, Hon'ble, Sri Ramalinga Reddy, Minister Transport and Muzrai and Sri Dinesh Gundu Rao, Minister for Health & Family Welfare, GoK took turns to laud the new Team and KSHA for its services rendered to the society, by way of taxes and job creation. Dr K Prakash Shetty, Chairman, MRG Group and Sri P. Suresh Shetty, MLA, Kaup Constituency presided.

KSHA honoured the following as distinguished achievers of Hotel industry on the occasion: Sriyuths M. Rajendra, Ex-President, KSHA and Vice-President, BJP, Karnataka, B. Chandrashekar Hebbar, Ex-President and Hon. President, KSHA and RR Ramana Reddy, Pitamaha of Andhra Style Food in Karnataka.

Team KSHA viz. Sri G.K. Shetty, President and Office-Bearers, Sriyuths Madhukar M. Shetty, H.N. Umesh, Mahesh M. Shetty, Satyanath Shetty, Ravi Shastri and G.A. Deepananda, Vice-Presidents, M.V. Raghavendra Rao, Hon. Secretary, Gururaj Upadhy, Treasurer, H.S. Prabhakar, Joint Secretary and V.S. Hegde, Ex-Hon. President, and C.V. Mahadevaiah, K.L. Ramanath Bhat and B. Ramachandra Upadhy, Ex-Presidents, chaired the event, along with the District Presidents from across Karnataka.

New President is a trailblazer

In Karnataka's bustling hospitality scene, Sri G.K. Shetty shines as a true trailblazer, as the Founder of Swathi Hospitality Services Pvt. Ltd (1994), the promoter of a trio of three-star hotels, specialty restaurants like Global Dhaba and Malvan Tadka, and top-notch outdoor catering. His achievements have earned him accolades such as "Best Entrepreneur of the Year 2012" and "Best Caterer of the Year 2014," along with the prestigious "Udyama Ratna" State Award.

Vision for Growth: Roadmap of KSHA

As the Karnataka State Hotels Association (KSHA) embarks on a transformative journey under the

leadership of Sri G.K. Shetty, the incoming President for 2024-2026, a comprehensive roadmap has been unveiled. This ambitious vision aims to elevate the hospitality sector across Karnataka, fostering innovation, collaboration, and community spirit. Here's a closer look at the key initiatives and strategies that will shape this exciting period.

Strengthening Connections through Meetings

Monthly and Quarterly Meetings: KSHA will implement a strategic meeting schedule with bi-monthly Executive Committee meetings alternating between Bengaluru and district locations. This approach ensures that leadership remains attuned to regional issues.

Quarterly Zonal Meetings: These will be held with local District Commissioners, Ministers, and Police Superintendents to discuss localized challenges, fostering collaboration and enhancing decision-making.

Celebrating Excellence in Hospitality

State-Level Awards: Annually hosted every November, these awards will honour exceptional contributions in the hospitality industry. Categories include:

Athithya Ratna: Recognizing senior hoteliers for their career achievements.



KSHA honoured Sri M Rajendra for his Exemplary Leadership



KSHA honoured Sri B Chandrashekhara Hebbar for his dedicated service to the Industry

Udyam Ratna: Spotighting innovative hoteliers for their fresh ideas.

The event aims to inspire professionals and foster a culture of excellence in Karnataka's hotel sector.

Analysing Industry Trends

State-Level Convention: A three-day convention will provide a comprehensive review of the hotel industry's status, addressing current challenges and identifying areas for improvement. Attendees will engage in discussions that inform actionable insights and strategic recommendations.

Advocating for Fairness

FSSAI Penalties: KSHA is committed to advocating for a more balanced

approach to fines imposed on hoteliers by the Food Safety and Standards Authority of India, aiming to alleviate financial pressures on businesses.

Enhancing Service and Safety Standards

District-Level Training Programs: KSHA will launch training sessions covering hygiene, customer service and safety protocols, ensuring hotel staff are well-equipped to provide high-quality service.

Comprehensive Sector Survey

Industry Data Collection: A detailed survey will be conducted to gather key metrics about the hotel sector, enabling KSHA to develop targeted strategies and advocate for favorable policies.

Improving Member Visibility and Networking

Membership Directory: KSHA will publish a comprehensive Directory listing active members, enhancing visibility and promoting networking opportunities.

Promoting Tourism and Heritage

Adoption of Ancient Monuments: KSHA will facilitate the adoption of historical sites by district-level hotels, encouraging local hoteliers to contribute to the upkeep and promotion of Karnataka's rich cultural heritage.

Addressing Regulatory Challenges

Gas Supply: KSHA will advocate for adjustments to the gas supply tax rates, reducing operational costs for hoteliers.

Panchayat-Level Taxation: Efforts will focus on standardizing Panchayat tax levies and simplifying GST structures, ensuring fairness across the board.

Promoting Well-Being in the Industry

District-Level Sports and Cultural Programs: KSHA will organize activities to support the health and well-being of hoteliers and their staff, fostering community spirit.

Supporting Workers' Families

Annual Scholarships: Scholarships will be offered to deserving youth,



KSHA honoured Sri Ramana Reddy for Introducing Andhra Meals in Bengaluru for the First Time



Letter of Appeal submitted to Industry Minister Sri M B Patil

including those with disabilities to assist with education, healthcare and marriage needs.

Simplifying Business Processes

Streamlined Trade License Process: KSHA will advocate for a one-time trade license issuance to reduce administrative burdens for hoteliers.

Upgrading Facilities for KSHA

New Office Premises: KSHA aims to acquire an independently owned office with better facilities to support its growing activities.

Recognizing Larger Hotels

Industry Status for Larger Hotels: KSHA seeks to designate hotels with more than 20 employees as part of the industry, providing tailored support and recognizing their contributions.

Celebrating Workers' Contributions

May Day Celebrations: KSHA will officially celebrate May Day, honouring the dedication and hard work of employees in the hospitality industry.

Expanding Membership Base

Membership Growth and Incentives: KSHA will focus on expanding its membership by targeting various categories of hoteliers and offering incentives for new members.

Embracing Technology

Online Membership Portal: KSHA will develop a user-friendly portal to streamline registration, payment, and renewal processes, enhancing member engagement through digital campaigns.

Strengthening Government Relations

Advocacy and Collaboration: KSHA will enhance relationships with government entities to effectively advocate for the hospitality sector including establishing a crisis response team.

Fostering Unity among Associations

Collaboration with Local Associations: Regular communication and joint

initiatives with district and taluk associations will unify efforts to address common challenges.

Supporting Workforce Development

Employment and Training Initiatives: KSHA will organize job fairs and support skill development programs tailored to the hospitality industry's needs.

Building a Unified Hospitality Sector

Promoting KSHA's Role: KSHA aims to enhance its brand position through PR campaigns, collaborations, and state-level events, showcasing the association's impact.

Monitoring and Reviewing Progress

Establishing a Monitoring Committee: Regular reviews will assess progress against key performance indicators (KPIs), ensuring KSHA remains responsive to its members' needs.

This comprehensive roadmap encapsulates the vision of KSHA under Sri G.K. Shetty's leadership, focusing on innovation, collaboration, and community. By implementing these initiatives, KSHA aims to not only enhance the hospitality sector in Karnataka but also set a benchmark for excellence across the nation. Together, the Association will empower its members, elevate service standards, and foster a thriving hospitality ecosystem that resonates with the spirit of Karnataka.



Submission of Appeal to Health Minister Sri Dinesh Gundurao



“ಬಿಂದುವಿನೊಳಗೊಂದು ಸಿಂಧು.....” – ಶ್ರೀ ಸುರೇಶ್‌ಣ್ಣ ಗುರ್ಮೆ

ಪ್ರಪಂಚವೆಂಬ ಸಮುದ್ರದಲ್ಲಿ ಬಯಕೆಯೆಂಬ ಅಲೆಗಳ ನಡುವೆ ಭಗವಂತ ಈ ಹೃದಯಜೀವಿ ಸುರೇಶ್‌ಣ್ಣನನ್ನು ಎಸೆದು ಬಿಡುತ್ತಾನೆ. ಅಲ್ಲಿ ಸಂಕಷ್ಟದಲ್ಲಿರುವ ಸಕಲರಿಗೆ ಹಡಗಾಗಿ, ದೋಣಿಯಾಗಿ, ತೆಪ್ಪೆಯಾಗಿ, ಹುಲ್ಲುಕಡ್ಡಿಯಾಗಿ ಅವರ ಜೀವನದ ದಡ ಸೇರಿಸು ಎಂದಿರಬೇಕು. ಹಾಗಾಗಿ ಗುರ್ಮೆ ಸುರೇಶ್‌ಣ್ಣ ಸದ್ದಿಲ್ಲದ ಸರದಾರನಾಗಿ, ಸೇವೆಯಲ್ಲಿ ಮಾಂತ್ರಿಕನಾಗಿ, ಉದ್ಯಮದಲ್ಲಿ ವಿನಮ್ರನಾಗಿ, ಎಲ್ಲರ ಮನಗೆದ್ದ ಧೀಮಂತ ನಾಯಕರಾದರು. ಗ್ರಹಗತಿಗಳ ಸೂತ್ರಕ್ಕೆ ಬದ್ಧವಾದ ಜೀವನ ಮನುಷ್ಯರ ಸ್ಥಿತಿ. ಅದರಂತೆ ಬದುಕಿದರಾಯ್ತು ಎಂದು ಕುಳಿತವರಲ್ಲ ಶ್ರೀಯುತರು. ಪುರುಷ ಪ್ರಯತ್ನ ಮತ್ತು ಎಚ್ಚರದಿಂದ ವ್ಯವಹರಿಸಿದರೆ ಯಾವುದೇ ಸ್ಥಾನವನ್ನು ಏರಬಹುದು ಎಂದು ಕಾಪು ಶಾಸಕರಾಗಿ ದೃಢೀಕರಿಸಿದವರು ಇವರು. ಮಡಿಯ ಗೂಡೆಂಬ ಬಟ್ಟೆಯನ್ನು ಹೊದೆಯದೆ, ಕಾಲಜ್ಜನೇಂಬ ವೇಷದಲ್ಲಿ ತೋರಿಸಿಕೊಳ್ಳದೆ, ಬದುಕು ಅನುಭವಿಸುವುದಕ್ಕೆಂತ ಅವಕಾಶವು ಹೌದೆಂಬಂತೆಯೇ ಸದಾ ಅನಾಯಾಸವಾಗಿ ಸುತ್ತಲ ಜನರೊಂದಿಗೆ ಸಂತೋಷವಾಗಿ ಬದುಕಿರುವವರು ಸಂಘಟಕ ಶ್ರೀ ಸುರೇಶ್‌ ಶೆಟ್ಟಿ ಗುರ್ಮೆ.

ಹುಟ್ಟಿದ್ದು ಅವಿಭಜಿತ ದಕ್ಷಿಣ ಕನ್ನಡದಲ್ಲಿ, ಬದುಕಿದ್ದು ಒಡನಾಡಿಗಳ ರಾಜಮನೆತನದ ರಾಜಸ ಜೀವನ ಶೈಲಿ. ಬಳ್ಳಾರಿ ಹಾಗೂ ಮುಂಬಯಿಯಲ್ಲಿ ಹೋಟೆಲ್ ಉದ್ಯಮವನ್ನು ವಿಸ್ತರಿಸಿ ಇಂದಿಗೂ ಅಲ್ಲಿನ ಜನಮಾನಸ ಗೆದ್ದ ಬಾಹುಬಲಿ ಇವರು. ಪ್ರತಿಯೊಬ್ಬರೂ ತನ್ನ ಆದರ್ಶವೇ ಪ್ರತಿಫಲಿಸುವಂತೆ ಮಾಡುವ ಸ್ಮರಣೀಯರ ಸಂಖ್ಯೆ ಬಲು ಅಪರೂಪ -

ಇವರು ಇದಕ್ಕೊಂದು ಮಾದರಿ. ಇವರು ಹುಟ್ಟಿದ ಗುರ್ಮೆ ಭಾಗದ ಮಣ್ಣಿಗೊಂದು ವಿಶೇಷ ಆಕರ್ಷಣೆ ಹಾಗೂ ಗುಣವಿದೆ. ತ್ಯಾಗದಲ್ಲಿ ಗೊಮ್ಮಟನ ಹಾಗೆ, ನಕ್ಕರೆ ಸ್ಥಿರಮೂರ್ತಿಗೆ ಜೀವ ಬಂದ ಹಾಗೆ, ಮಾತನಾಡಿದರೆ ವಿಶ್ವವಿದ್ಯಾಲಯವೇ ತೆರೆದಿಟ್ಟ ಹಾಗೆ ಎಲ್ಲರಲ್ಲೂ ಸದಾ ಆತ್ಮವಿಶ್ವಾಸ ನಿಕಷಕ್ಕೆ ಸಿಕ್ಕ ಹಾಗೆ ಪರಿವರ್ತಿಸುವುದು ಶ್ರೀಯುತರ ಶ್ರೇಷ್ಠತೆ.



ಸಾವಿನ ಭಯವನ್ನು ಮೀರುವುದೇ ಬದುಕಿನ ಅರ್ಥ ಎನ್ನುವಂತೆ ಅದೆಷ್ಟೋ ಬಾರಿ ಎದುರಾದ ಅಡ್ಡಿ ಆತಂಕಗಳಿಗೆ ತನ್ನ ಕೆಲಸದ ಕಿರೀಟವನ್ನು ಬದಿಗಿಡದೆ ಅದೆಲ್ಲವನ್ನೂ ನಿರರ್ಗಳವಾಗಿ ಎದುರಿಸಿ ಇಂದು ರಾಜಕೀಯ ವನ್ನು ಹೊತ್ತವರು ಶ್ರೀಯುತರು. ಹಾಗಾಗಿಯೇ ಇವರು ಒಂದು ದಿನ ರಾಜ್ಯವನ್ನೂ, ರಾಷ್ಟ್ರವನ್ನೂ ಆಳಲು

ನಿಸ್ಸೀಮರು ಎಂದು ಹೇಳಿದರೂ ತಪ್ಪಾಗಲಾರದು. ಭೂಮಿಯಿಂದ ಮೇಲೆದ್ದ ಕಲ್ಲಿನಲ್ಲಿ, ಕಾಣಿಸಿಗುವ ಮರದಲ್ಲಿ ದೇವರನ್ನು ಕಾಣುವವರಿಗೆ ಕಲೆಯಲ್ಲಿ, ಕಲಾವಿದರಲ್ಲಿ ಹಾಗೂ ಸಂಘಟನೆಯಲ್ಲಿ ಸುರೇಶ್‌ಣ್ಣನ ದೈವಾಂಶ ಕಾಣಿಸಿಗುತ್ತದೆ - ಅದು ಭಕ್ತಿಯ ಮೌಲ್ಯ. ಮಹಾನ್ ದೈವಭಕ್ತರೂ ಹಾಗೂ ಗೋಪ್ರೇಮಿಯಾದ ಶ್ರೀಯುತರು ತನ್ನೊರನ ತನ್ನ ಮನೆಯ ಪ್ರಾಂಗಣದಲ್ಲಿ ಗೋಶಾಲೆಯನ್ನು ತೆರೆದಿರುವುದು ಅದಕ್ಕೊಂದು ದೊಡ್ಡ ನಿದರ್ಶನ ಹಾಗೂ ಅವರ ಪುಣ್ಯಕೋಟಿ ಮನಸ್ಸಿಗೆ ಹಿಡಿದ ಕನ್ನಡಿ. ತನ್ನ ಹೊಟ್ಟೆಯ ತಳಕ್ಕೆ ಅನ್ನದ ಅಗುಳು ಸಿಗದಿದ್ದರೂ ಅಡ್ಡಿಯಿಲ್ಲ ಬೇರೆಯವರ ಹಸಿವಿಗೆ ತಾನು ಅಗುಳಾಗಬೇಕು ಎಂದು ಅದೆಷ್ಟೋ ಕುಟುಂಬಗಳಿಗೆ ಅನ್ನವೆಂಬ “ಪಾನಕಸೇವೆ”ಯ ಕೈಂಕರ್ಯ ನೀಡಿದ ಹಿರಿಮೆ ಅವರದು.

ಅಗೋಚರವಾದ ವಿದ್ಯುತ್ತಿನಂತೆ ಬದುಕುತ್ತಿರುವ ಇವರು ಭಾಷೆಗಿಂತ ಭಾವ ಮತ್ತು ಬಣ್ಣಕ್ಕೆ ಹೆಚ್ಚು ಒತ್ತು ನೀಡಿದವರು. ಹಲವು ದಶಕಗಳ ಕಾಲ ಬಳ್ಳಾರಿ ಹೋಟೆಲ್ ಸಂಘದ ಅಧ್ಯಕ್ಷರಾಗಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಹಮ್ಮಿಕೊಂಡ ಪ್ರತೀತಿ ಅವರದು. ಕೇಂದ್ರ ಸಂಘವಾದ ಕೆ.ಪಿ.ಹೆಚ್.ಆರ್.ಎಯ ಉಪಾಧ್ಯಕ್ಷರಾಗಿ ಸೇವೆ ಸಲ್ಲಿಸಿ, ಸಂಕಷ್ಟದ ಸಂದರ್ಭದಲ್ಲಿ ನೇತಾರನಾಗಿ ಬಂದು ಗೌರವದ ಸಲಹೆ ನೀಡಿ ಸಂಘವನ್ನು ಒಂದುಗೂಡಿಸಿದವರು ಶ್ರೀಯುತರು. ನಂಬಿದ ಭಗವಂತ ಅವರಿಗೆ ಆಯುರಾರೋಗ್ಯ, ನೆಮ್ಮದಿ ನೀಡುವುದರ ಜೊತೆಗೆ ಇನ್ನಷ್ಟು ಜನಸೇವೆ ಮಾಡುವ ಶಕ್ತಿ ನೀಡಲಿ ಎಂದು ಆಶಿಸುವ ಸಮಸ್ತ ಹೋಟೆಲಿಗರು....!!!

INDUSTRY ACHIEVER

About MRG



A prominent figure in the hospitality and infrastructure sectors, Dr. Shetty is the driving force behind MRG Group. His influence extends beyond business, characterized by his generosity and dedication to social causes. He contributes a significant portion of his earnings to providing free education and medical assistance to the underprivileged, supporting widows and differently-abled children, and aiding blind schools, orphanages, and flood relief efforts.



Founded by Dr. K Prakash Shetty in 1993, MRG Group is a significant player in India's real estate and hospitality sectors. The group's name reflects a personal touch, incorporating the initials of Mr. Shetty's family members: M for Madhava (his father), R for Rathna (his mother), and G for Gaurav (his son). This symbolizes his deep personal commitment to every endeavour, transcending mere business.

Today, MRG Group is synonymous with leading and reputable builders and developers across South India, boasting substantial land banks under its control. The company has pioneered numerous landmark developments and introduced luxurious lifestyle infrastructure to the region.

Under the leadership of Mr. Shetty and his son - Gaurav Shetty, who serves as the Managing Director, MRG Group has grown into a diversified conglomerate spanning real estate, hospitality, construction, infrastructure and more.

In addition to its flagship brand, Goldfinch Hotels & Resorts, MRG Group owns The DoubleTree by Hilton Goa Panaji, Courtyard by Marriott Hebbal Bengaluru and Navi Mumbai Marriott. The group also operates Sana-di-ge, a fine dining chain specializing in coastal cuisine. MRG Group aims to expand its hospitality portfolio to 20 hotels by 2030.

The MRG expansion strategy encompasses a multifaceted approach aimed at enriching communities and redefining living experiences.



Dr. K Prakash Shetty

Additionally, MRG group is pioneering JW Villas, resorts and spa facilities in Sakleshpura, Marriott Resort and Spa in Chikkamagaluru, Goldfinch in Goa, Goldfinch in Shashihitlu, Goldfinch Signature in Mangalore. Our most ambitious endeavour to date is Goldfinch City, an integrated township in Mangaluru, spanning over 100 acres. This visionary project encompasses hospitals, schools, convention centers, IT parks, villas, apartments, and hotels, poised to offer employment opportunities to over 60,000 individuals. Moreover, we are committed to expanding our restaurant brands, Sanadige and Kni Hau, ensuring a diverse range of culinary experiences for our patrons."

About Dr. K Prakash Shetty

Born on July 21, 1959 in Korangrapady, Udupi, Karnataka, Dr. Shetty's humble beginnings instilled strong values in him. After graduating and moving to Bengaluru in 1980, he faced numerous

challenges, which he overcame through perseverance. His efforts culminated in the successful launch of his first restaurant "Banjara" in 1993. Milestones include serving as the official caterer for the 4th and 5th National Games, earning widespread acclaim. Today, under his leadership, MRG Group boasts a diverse portfolio of hotels and restaurants and aims to expand further in the near future, providing employment to many families.

Dr. Shetty's relentless pursuit of excellence has propelled MRG Group to remarkable heights in both the hospitality and infrastructure sectors. His innovative leadership has earned him numerous accolades, including prestigious awards such as Karnataka Rajyotsava, Visionary Hotel Owner of the Year, Bunts Stars Achievers, Indian Affairs Visionary Leadership and the Times Group Lifetime Achievement Award.

In 2019, a grand event titled 'Prakashabhinandana' celebrated Dr. Shetty's six-decade journey of benevolence and societal influence, drawing over 60,000 attendees. At this event, the pledge under the banner of 'Asha Prakash Shetty Sahaya Hastha Yojane - NERAVU' started with a modest sum of two crores, and has since grown to an impressive five crores, significantly impacting lives across diverse communities.

During the COVID-19 pandemic, his initiatives ensured that no one in coastal Karnataka went hungry, benefiting over 20,000 families. Recently, Mangalore University recognized his contributions to societal welfare and awarded him an Honorary Doctorate of Literature.

As an educator, philanthropist and dedicated advocate for various causes, Dr. Shetty firmly believes that every successful entrepreneur has a responsibility to give back to society what they have received generously from it.

This illustrates Success is driven by a vision and mindset.



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ಉದ್ಯಮದ ಹಿರಿಯ ಚೇತನ

ಆತ್ಮೀಯ ಪುಸ್ತಕದಂತಹ ಶ್ರೀ ವಿಠಲ್ ಹೆಗ್ಡೆ ಅವರ ಸೇವೆ ಹೋಟೆಲ್ ಉದ್ಯಮಕ್ಕೆ ಹಾಗೂ ಸಮಾಜಕ್ಕೆ ಅನನ್ಯವಾದದ್ದು.

ಜೈ ಶ್ರೀರಾಂ, ಜೈ ಶ್ರೀರಾಂ ಎನ್ನುತ್ತಲೇ ತನ್ನ “ಸೌಂದರ್ಯದಲ್ಲಿ ಗಾಂಭೀರ್ಯವನ್ನು ತುಂಬಿಕೊಂಡು” “ಆಂತರ್ಯದಲ್ಲಿ ಔದಾರ್ಯವನ್ನು ಸೇರಿಸಿಕೊಂಡು” ಸರ್ವ ಜನಾಂಗಕ್ಕೆ ನಗುಮುಖದ ಸಮಾನ ಸೇವೆ ನೀಡಿರುವವರು ಶ್ರೀಯುತರು.

ಅವರಿಗೆ ಆಗ 8 ವರ್ಷ ವಯಸ್ಸು, 1945ನೇ ಇಸವಿ. ಅವರ ತೀರ್ಥರೂಪರಾದ ಶ್ರೀ ಶೀನಪ್ಪ ಹೆಗ್ಡೆಯವರು ಬಾರಕೂರಿನ ರಂಗನಕೆರೆಯಲ್ಲಿ ಒಂದು ಚಿಕ್ಕ ಕ್ಯಾಂಟೀನ್ ನಡೆಸುತ್ತಿದ್ದರು. ಶ್ರೀ ವಿಠಲ್ ಹೆಗ್ಡೆಯವರು ತನ್ನ ಚಿಕ್ಕ ವಯಸ್ಸಿನಲ್ಲಿಯೇ ಓದು ಕಲಿಯುವುದರ ಜೊತೆಗೆ ತಂದೆಗೆ ಕ್ಯಾಂಟೀನ್‌ನಲ್ಲಿ ಜೊತೆಯಾಗುತ್ತಿದ್ದರು. ತನ್ನ “ಬದುಕಿಗೆ ಒಂದು ಗತಿ ಬೇಕು, ಒಂದು ಲಯ ಬೇಕು, ತುಲನೆಗೆ ಒಂದು ಮಾಪನ ಬೇಕು, ಸಮಾಜದಲ್ಲಿ ಒಂದು ಗೌರವ ಬೇಕು” ಎಂದು ಮನಗಂಡ ಅವರು ಊರನ್ನು ಬಿಟ್ಟು 1949ರಲ್ಲಿ ಸವದತ್ತಿಯ ಯಲ್ಲಮ್ಮನ ಕ್ಷೇತ್ರದತ್ತ ಮುಖ ಮಾಡಿದರು. ಸವದತ್ತಿಯಲ್ಲಿ ಮತ್ತೆ ಹೋಟೆಲ್ ಕೆಲಸದಲ್ಲಿ ನಿರತರಾಗಿ ತನ್ನ ಹೋಟೆಲ್ ಮಾಲೀಕರಿಂದ ಕೆಲಸದಲ್ಲಿ ಭೇಷ ಎನಿಸಿಕೊಂಡರು. “ಅಂಗೈನ ಗೆರೆಗಳು ಬದುಕಿನ ಗೊತ್ತು ಗುರಿ, ದಿಕ್ಕು ದೆಸೆ ತೋರಿಸುವ ಹಾಗೆ” ತನ್ನ ಸ್ವಂತ ಉದ್ಯಮಿಗೆ ಸಾಕ್ಷಿಯಾದರು. ಅಲ್ಲಿಂದ ಹಿಂದೆ ತಿರುಗಿ ನೋಡದೆ ಉದ್ಯಮಗಳನ್ನು ಬೆಳೆಸುವುದರ ಜೊತೆಗೆ ಎಲ್ಲರೊಂದಿಗೆ ಮಿತ್ರತ್ವ



ಶ್ರೀ ವಿಠಲ್ ಹೆಗ್ಡೆ
ಬೆಳಗಾವಿ

ಭ್ರಾತೃತ್ವವನ್ನು ಬೆಳೆಸಿಕೊಂಡು ಒಂದು ದೊಡ್ಡ ಸಂಸ್ಥಾನವನ್ನೇ ಕಟ್ಟಿದರು.

“ಬರಿಯ ಕಣ್ಣಿನಿಂದ ನೋಡಿದರೆ ದ್ವೇಷ, ಹೃದಯದಿಂದ ನೋಡಿದರೆ ಜಗತ್ತೇ ಸುಂದರ” ಎನ್ನುವ ಹಾಗೆ ಇಡೀ ಬೆಳಗಾವಿಯ ಉದ್ಯಮಗಳನ್ನು ಒಟ್ಟಾಗಿಸಿ ಬೆಳಗಾವಿಯ ಹೋಟೆಲ್ ಮಾಲೀಕರ ಸಂಘವನ್ನು ಕಟ್ಟಿ ಅದರ ಅಧ್ಯಕ್ಷತೆಯನ್ನು ವಹಿಸಿಕೊಂಡು ಸಂಘಕ್ಕೆ ಒಂದು ಸ್ವಂತ ಕಟ್ಟಡವನ್ನು ಕಟ್ಟಿ 26 ವರ್ಷಗಳ ಕಾಲ ಅದರ ಅಧ್ಯಕ್ಷರಾಗಿ ಸೇವೆ ಸಲ್ಲಿಸಿದಂತಹ ಮಾನ್ಯರು ಶ್ರೀಯುತರು. ಅಲ್ಲಿಗೂ ತೃಪ್ತಿಪಡದೆ ತನ್ನ ಉದ್ಯಮಕ್ಕೆ ನೀಡಿದ ಸೇವೆಯನ್ನು ತಾನು ಹುಟ್ಟಿದ ಬಂಟ ಸಮುದಾಯಕ್ಕೂ

ನೀಡಬೇಕೆಂದು ತಿಳಿದು ಪ್ರಪಥಮವಾಗಿ ಬೆಳಗಾವಿ ಬಂಟರ ಸಂಘವನ್ನು ಹುಟ್ಟುಹಾಕಿ ಸುಮಾರು 25 ವರ್ಷಕ್ಕೂ ಅಧಿಕಕಾಲ ಅದರ ಅಧ್ಯಕ್ಷರಾಗಿದ್ದು ಆ ಸಂಘವನ್ನು ಬಲಿಷ್ಠವಾಗಿ ಬೆಳೆಸಿದ ಕೀರ್ತಿ ಅವರಿಗೆ ಸಲ್ಲುತ್ತದೆ. “ಸಾವಿರ ಅಡಿ ಎತ್ತರದಿಂದ ಬಿದ್ದರೂ ಸಾವಿರ ಸದ್ದು ಮಾಡದ ಹಾಗೆ” ಎಲ್ಲೂ ತನ್ನ ಔದಾರ್ಯವನ್ನು, ಉಪಕಾರವನ್ನು ತೋರಿಸಿಕೊಳ್ಳದೆ ಶಾಂತವಾಗಿ ಸೌಜನ್ಯದಿಂದ ನಡೆಹಾಕಿದವರು ಹೆಗ್ಡೆಯವರು. ಬೆಳಗಾವಿಯಲ್ಲಿ ತಾರಾಮಟ್ಟದ ಪ್ರತಿಷ್ಠಿತ ಹೋಟೆಲ್‌ಗಳಲ್ಲಿ ಒಂದಾದ ಗಂಗಮ್ಮ ತಾಯಿ ರೆಸಿಡೆನ್ಸಿ ಹಾಗೂ ಕೀರ್ತಿ ಹೋಟೆಲ್‌ನಲ್ಲಿ ಉಣ್ಣದ, ತಂಗದ ಅತಿಥಿಗಳು ಅಪರೂಪ. “ಅರಳದ ಹೂಗಳನ್ನು ಅರಳಿಸುವ ಚೈತನ್ಯ ಹೊಂದಿರುವ” ಶ್ರೀಯುತರು ಅದೆಷ್ಟೋ ಬರಿಗೈಯಿಂದ ಬಂದ ಯುವಕರಿಗೆ ದಾರಿದೀಪವಾಗಿ, ಹೋಟೆಲ್ ಉದ್ಯಮವನ್ನ ಮಾಡಿಕೊಟ್ಟ ಕೀರ್ತಿ ಅವರಿಗೆ ಸಲ್ಲುತ್ತದೆ. ತಾನು ಮತ್ತು ತನ್ನ ಸಮುದಾಯ ಬೆಳೆದರೆ ಮಾತ್ರ ಸಾಲದು, ಬೇರೆ ಬೇರೆ ಸಮುದಾಯದ ಸಂಘ ಸಂಸ್ಥೆ ಕಟ್ಟಲು ಅವರನ್ನು ಪ್ರೇರೇಪಿಸಿ ಅವರಿಗೆ ಭದ್ರ ಬುನಾದಿಯನ್ನು ಹಾಕಿಕೊಟ್ಟವರು ಶ್ರೀಯುತರು. ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘದ ಗೌರವಾಧ್ಯಕ್ಷರಾಗಿ ಸೇವೆಯನ್ನು ಸಲ್ಲಿಸಿ ಇಂದಿಗೂ ಸಂಘದ ಜೊತೆ ಭಾವ ಬಣ್ಣವನ್ನು ತುಂಬಿಸಿಕೊಂಡು ಬರುತ್ತಿರುವವರು ಶ್ರೀಯುತ ವಿಠಲ್ ಹೆಗ್ಡೆಯವರು.

- ಶ್ರೀ ಮಧುಕರ ಎಂ ಶೆಟ್ಟಿ
ಉಪಾಧ್ಯಕ್ಷರು

Restaurants could soon benefit from major GST reforms

With GST input tax credit now a top priority for the NRAI President, restaurants may soon reclaim taxes on key expenses like rent and raw materials. This potential game-changer could lower your costs and increase your profits - find out how this shift could impact your bottom line.



The Rameshwaram Cafe

The Rameshwaram Cafe, founded in 2021 by the dynamic duo of CA Divya Raghavendra Rao and Raghavendra Rao, has become a symbol of culinary excellence, serving up authentic South Indian flavours to a global audience. The Rameshwaram Cafe's journey is a testament to the dreams and aspirations of Raghavendra Rao and Diva Raghavendra Rao. Raghav's deep-rooted passion for culinary arts, sparked in the vibrant streets of South India, found its perfect match in Divya's strategic brilliance and financial acuity, honed at IIM Ahmedabad. Together, they embarked on a mission to bring diverse South Indian flavours under one roof.

The Rameshwaram Cafe, strives to make South Indian flavours accessible in their most authentic form beyond Bengaluru and Hyderabad and travel to cities like Chennai, Delhi, Pune, Ahmedabad and Mumbai with a strong global presence in the next 5 years. In India, with varied cultures, religions and traditions, food industry connects people within cities, within states and within nations. With shared heritage and stories of the yore, wherever people are, food reminds us of their roots and this emotion lies close to their heart. At The Rameshwaram Cafe, we make sure to keep that emotion alive and feed that emotion happily.

The name "Rameshwaram" was chosen by the founders to pay tribute to Dr. APJ Abdul Kalam, as it was his birth place. In the chaotic cacophony of extrovert leaders, Dr. APJ Abdul Kalam led the nation with his patience, dedication and charming old school ways. The Rameshwaram Café looks upto him in every form and draw inspiration from the way he lived – holding ground in grandeur.

Café begins every workday with all workers assembling outside the cafe and paying their respects to the nation as the national anthem plays in the background. We are truly proud of this culture we imbibed.

Strict regulation on food quality and ingredient selection, ensuring that each dish is prepared to perfection. Use of baking soda, artificial colorings and flavorings is avoided. Pure ghee is used to promote healthy fats consumption and for its immunity strengthening properties, resulting in a consistently high-quality menu. Freshness of food is considered to be a priority, refrigeration is eliminated entirely. Ingredients including batter and chutneys, are prepared in small, fresh batches throughout the day, ensuring that every dish bursts with flavor.

The menu is a meticulously curated collection of dishes that pay homage to the culinary diversity of South India. Each recipe is a delicate balance of cherished traditions and



contemporary innovation, designed to offer a journey through the flavours of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana. Our commitment to freshness and authenticity transforms dining into a voyage across the rich landscapes of taste and tradition that define South Indian cuisine. The menu here is quite limited, allowing the restaurant to keep quality intact. Standouts are Ghee Podi Idlis, Ghee Thatte Idli, Ghee Podi Masala Dosa, Open Butter Masala Dosa, Garlic Roast Dosa, Akki Roti, Gongora Rice, Ven Pongal, Vada and Ghee Sambar, Button Idli and warming filter Coffee.

Currently, The Rameshwaram Cafe boasts four branches across Bengaluru, including locations in J.P. Nagar, Indiranagar, Brookfield and Rajajinagar. The Rameshwaram Cafe has also succeeded in expanding its culinary footprint to Hyderabad. The vision is to extend this concept to other cities in India like Delhi, Chennai, Pune, Ahmedabad. The first international outlet will be launched in Dubai followed by outlets in Singapore, Canada and the USA.

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FHRAI 54th ANNUAL CONVENTION 2024

A Much-awaited Landmark for Hospitality Industry



The Federation of Hotel & Restaurant Associations of India (FHRAI) has announced the upcoming 54th Annual Convention, scheduled to be held in Goa at Taj Cidade de Goa, Horizon from October 16-18, 2024.



Hon'ble Union Minister for Tourism, Sri Gajendra Singh Shekhawat will inaugurate this Annual Convention on October 16, 2024.

The 54th FHRAI Annual Convention in Goa promises to be a celebration of India's vibrant tourism landscape under the theme Tourism @2047: Incredible to Inevitable India - Driving Growth and Sustainability in a Mission Mode. This theme aligns with the



Sri K Syama Raju, President FHRAI & Committee Members 2024-25

ambitious vision of a developed India by 2047, as envisioned by the Government of India.

The Annual Convention will also witness the presence of Hon'ble, Dr Pramod Sawant, Chief Minister of Goa; Dr Mohan Yadav, Chief Minister, Madhya Pradesh; Ms V Vidyavathi, Tourism Secretary; Suman Billa, Additional Secretary and Manisha Saxena, Director General from Ministry of Tourism, Government of India.

Sri Pradeep Shetty, President of FHRAI, commented on the convention's significance in shaping the future of India's hospitality and tourism sectors, stating, "The 54th FHRAI Annual Convention in Goa is positioned to be a landmark event where industry leaders converge to strategise, innovate and collaborate towards steady and sustainable growth of our industry. In alignment with its theme, this Convention will set the beginning of our sector's journey towards 2047 where the Indian tourism industry is

expected to be a \$3 trillion tourism powerhouse. The Convention aims to showcase our industry's prowess to be the key growth engine of our nation's economy, inspiring new initiatives that will define the future of tourism in India. We are grateful to have the Hon'ble Minister for Tourism and other distinguished guests to join us. Around 1,000 delegates from India and abroad are expected to attend the Convention and also enjoy Goa's cultural richness and natural beauty".

The 54th Annual Convention of FHRAI will be significant on account of a host a diverse range of programmes including Business Sessions, B2B and B2G Meetings, Hospitality Expo, cultural showcases etc. FHRAI Hospitality Awards will be another significant attraction of the Annual Convention.

These awards have been instituted by the Federation to encourage young industry professionals and recognise excellence in the hospitality industry.

Over the years, these awards have firmly established themselves as being among the most credible and coveted accolades in the hospitality industry.

USPs of FHRAI Annual Convention

- | Single largest business & networking platform in the hospitality sector
- | An Interactive & Action platform for the Hospitality Industry to brainstorm on the various policies and programs affecting the sector.
- | A harbinger of cutting edge technologies and national and international best practices in the hospitality sector.
- | A pioneering effort that fosters innovative ideas and suggestions to take the hospitality industry to the next orbit.

Where: Taj Cidade de Goa Horizon

When: October 16th - 18th, 2024

09:00 AM

Times Hospitality Awards



Smt. & Sri K N Vasudeva Adiga
Pakashala



Mrs. Ramya Ravichander
Nandana Group



Mr. Ramesh Bolla
Meghana Foods



G K Shetty & Directors - Swathi Group

Kerala is a unique destination in many ways, right from various landscapes to preserved heritage. Its development and vibrant economy make it reliable and easy for tourists to visit with all facilities required. It is not just the locations, but also the wide range of activities and experiences that are curated and offered here are attracting the travelers.

With a view to build an umbrella institution representing all spectra of Travel, Tourism & Hospitality industry of Kerala, the Kerala Travel Mart Society (KTM) under the Travancore -Cochin Literary, Scientific and Charitable Societies Registration Act 1965 was formed in the year 2000. Thereafter the KTM has become one of the glittering examples of Private- Public Partnership across all fields in Kerala, may be in the Country as well.

The Kerala Travel Mart has become an integral part of events in the field of Tourism. The biennial event has been successful in bringing travel agents from all over the globe to familiarize with the destinations and tourism activities in Kerala, under one program.

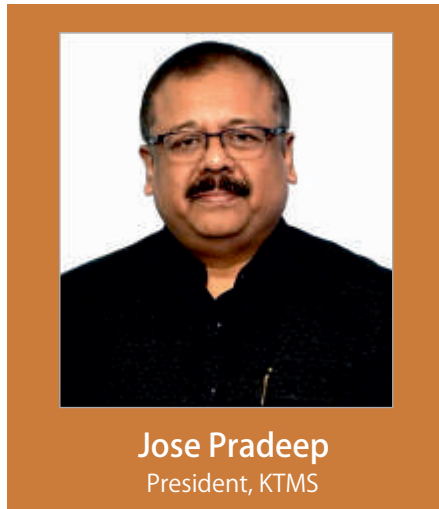
The Mart creates a great learning experience for the buyers, while sellers get an insight on the requirements which has been a major reason for progress and innovative moves in Tourism.

The KTM 2024 was formally inaugurated by Shri. Pinarayi Vijayan, Hon Chief Minister of Kerala in a function presided over by Adv P A Mohammed Riyas, Minister for Tourism and the State Finance Minister Shri K N Balagopal was the Guest of Honour. Another highlight of the inaugural event was honouring Dr Venu V, Former Chief Secretary of Kerala, for his contributions to the Kerala's tourism sector and particularly to the Kerala Travel Mart.

The 12th edition of the Kerala Travel Mart, held from 26th -30th Sep 2024 in Kochi was an all-time success with increased number of buyers from international as well as domestic markets and in terms of the number of appointments. There were

804 international buyer registrations and 2000 plus domestic buyer registrations. The event witnessed nearly 75,000 buyer-seller meetings altogether on all three days.

The Kerala Travel Mart was a remarkable event that brought together industry stakeholders, travel enthusiasts, and



Jose Pradeep
President, KTM

cultural ambassadors to showcase the diverse tourism offerings of Kerala. The event attracted a wide array of participants, including hoteliers, tour operators, government representatives, media etc making it a vibrant hub for networking and collaboration. One of the highlights was the variety of exhibitions showcasing Kerala's rich cultural heritage, eco-tourism, local cuisine & experiences and adventure tourism. The mart underscored the potential of MICE and weddings in Kerala and of course the scope of Caravan Tourism in the State. Many stalls offered interactive experiences, from local cuisine tastings to demonstrations of traditional crafts.

Presentations and panel discussions have also been featured topics like the application of Artificial Intelligence (AI) in tourism, the evolution in the tourism trends, the new tourism products in the offerings, etc. The topic on the women entrepreneurship in the Travel and Tourism industry has also attracted the attention of the participants especially women attendees. sustainable tourism, digital marketing in travel and the future of travel in Kerala, providing valuable insights for attendees.

The KTM provided ample networking opportunities, with scheduled meet-and-greets and informal gatherings that allowed participants to establish connections. The atmosphere was welcoming, fostering discussions about potential collaborations and innovations in the tourism sector. The net working dinners given way to the participants to connect with each other and could nurture new business avenues.

The dedicated mobile app and supporting software played a crucial role in enhancing the overall experience of KTM 2024. By facilitating networking, providing real-time information, and streamlining event management, these digital tools not only improved attendee satisfaction but also contributed to the event's success. Moving forward, the continued use of technology in events like KTM can help create even more engaging and efficient experiences for all participants. By using the cutting-edge technologies, we could conduct a Green Mart as envisaged in our 'KTM Members' Charter- Agenda 9' to go for a clean, green mart.

“KTM 2024 successfully highlighted Kerala as a premier travel destination, focusing on its natural beauty, cultural richness, and commitment to sustainable tourism. Attendees left with fresh ideas, new partnerships and a deeper appreciation for what Kerala has to offer. The Pre & Post Mart Tours organized for the media and the buyers have given an insight on the destinations and what are there in the offerings for the tourists.”

ANALYSIS

In the vibrant tapestry of India's economy, the tourism and hotel industries weave together a narrative of growth, opportunity and cultural exchange.



According to Sri G.K. Shetty, President, KSHA, nowhere is this synergy more palpable than in Karnataka, a State renowned for its rich heritage, breathtaking landscapes and bustling urban centres. The connection between tourism and the hotel industry in Karnataka is not just significant; it's a dynamic partnership that fuels both sectors and enhances the overall visitor experience, he said.

Tourism & Hotel Industry Benefiting from the Synergy between the two Sectors

Karnataka attracts millions of tourists each year, drawn to its historic landmarks like the majestic Mysore Palace, the natural beauty of Coorg, and the cultural allure of Hampi. As tourists flock to these destinations, they require accommodation, dining and hospitality services, creating a thriving market for the hotel industry. In turn, hotels serve as ambassadors of the local culture, offering visitors a taste of Karnataka's diverse culinary traditions and warm hospitality. This reciprocal relationship ensures that when tourism flourishes, so too does the hotel industry and vice versa.

The opportunities for collaboration between these two sectors are immense. Hotels can enhance the tourist experience by offering curated packages that include local tours, cultural experiences and activities that highlight Karnataka's unique offerings.

This not only boosts hotel revenues but also encourages visitors to explore beyond the typical tourist attractions, enriching their experience and creating lasting memories.

To further amplify this synergy, the Karnataka State Hotels Association (KSHA) plays a pivotal role in fostering collaboration between the tourism sector and hotel industry. KSHA is dedicated to enhancing networking opportunities and advocating for policies that benefit both sectors. Through initiatives such as training programs for hospitality staff,



collaborative marketing campaigns, and participation in tourism fairs, KSHA ensures that hotels are well-equipped to meet the evolving needs of travelers.

Moreover, KSHA actively engages with the government to promote infrastructure development and tourism-friendly policies that benefit hotels and related businesses. By working together, these entities can create a more seamless experience for tourists, ultimately driving more visitors to Karnataka and boosting the state's economy.

In conclusion, the relationship between tourism and the hotel industry in Karnataka is a powerful example of how two sectors can thrive in tandem. By embracing collaboration and innovation, they can unlock a plethora of opportunities that benefit not only the businesses involved but also the countless travelers who seek to discover the beauty and culture of this remarkable state.

As Karnataka continues to evolve as a premier travel destination, the synergy between these industries will undoubtedly play a key role in shaping its future.

ಜಿಲ್ಲಾಧ್ಯಕ್ಷರ ಅಂಕಣ

ಸಿ ನಾರಾಯಣ ಗೌಡ

ಅಧ್ಯಕ್ಷರು, ಹೋಟೆಲ್ ಮಾಲೀಕರ ಸಂಘ, ಮೈಸೂರು



ಹಳೆ ಬೇರು- ಹೊಸ ಚಿಗುರು:

ಅತಿಥಿ ದೇವೋಭವದ ಕನಸಿಲ್ಲಿ ನನಸು
"ಮಾದರಿ" ಮೈಸೂರು ಆತಿಥ್ಯ ಉದ್ಯಮ.

1960ರಲ್ಲಿ ಆರಂಭಗೊಂಡ ಮೈಸೂರು ಹೋಟೆಲ್ ಮಾಲೀಕರ ಸಂಘ ಈ ಮಾತಿಗೆ ಅತ್ಯುತ್ತಮ ಉದಾಹರಣೆ. 750 ಕ್ಕೂ ಹೆಚ್ಚು ಸದಸ್ಯರು, 25,000ಕ್ಕೂ ಹೆಚ್ಚು ಕಾರ್ಮಿಕರು, ಲಕ್ಷಾಂತರ ಜನರ ಪಾಲಿಗೆ ಅನ್ನದಾತ ಮೈಸೂರಿನ ಹೋಟೆಲ್ ಉದ್ಯಮ. ಕಳೆದ ಆರು ದಶಕಗಳಿಂದೀಚೆಗೆ ಇಡೀ ದೇಶಕ್ಕೆ ಮಾದರಿ ಎಂಬಂತೆ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಾ "ಅತಿಥಿ ದೇವೋಭವ" ಎಂಬ ಮಾತಿನಂತೆ, ಪ್ರತಿ ಅತಿಥಿಯನ್ನೂ ಗೌರವಯುತವಾಗಿ ನಡೆಸಿಕೊಂಡು, ಅವರೆಲ್ಲರೂ ಮೈಸೂರಿನ ವಿಶಿಷ್ಟ ಅನುಭವ ಗಳಿಸಿಕೊಳ್ಳುವಂತೆ ಮಾಡಿ, ಮೈಸೂರಿನ ಹೆಸರನ್ನು ವಿಶ್ವ ವಿಖ್ಯಾತ ಮಾಡುವಲ್ಲಿ ಇಲ್ಲಿನ ಹೋಟೆಲ್ ಹಾಗೂ ಆತಿಥ್ಯ ಉದ್ಯಮದ ಪಾತ್ರ ಅತಿ ದೊಡ್ಡದು.

ಮೈಸೂರು ಎಂದರೆ ಸಾಕು; ನಮ್ಮೆಲ್ಲರ ಕಣ್ಣ ಮುಂದೆ ಸುಳಿಯುವ ಚಿತ್ರಗಳು, ಮನಸ್ಸಿನಲ್ಲಿ ಮೂಡುವ ಭಾವನೆಗಳು ಅತ್ಯಂತ ವರ್ಣಮಯ ಹಾಗೂ ವೈವಿಧ್ಯಮಯ. ಅರಮನೆ, ಮೈಗಾಲಯ, ಶ್ರೀ ಚಾಮುಂಡಿ ಬೆಟ್ಟ, ಕೆ.ಆರ್.ಎಸ್. ಅಣೆಕಟ್ಟು, ನಾಗರಹೋಳೆ-ಬಂಡೀಪುರ ಹುಲಿಧಾಮಗಳು, ಕರ್ನಾಟಕದ ಕಾಶ್ಮೀರ ಬಿರುದಾಂಕಿತ ಕೊಡಗು, ನಗರದ ಸುತ್ತಲೂ ಇರುವ ಹೆರಿಟೇಜ್ ಕಟ್ಟಡಗಳು, ದೇವರಾಜ ಮಾರುಕಟ್ಟೆ, ಹೀಗೆ ಮೈಸೂರು ಪ್ರವಾಸೋದ್ಯಮವನ್ನು ಅಕ್ಷರ ರೂಪದಲ್ಲಿ ಕಟ್ಟಿಕೊಡುವುದು ಕಷ್ಟ. ಇಂತಹ ನಮ್ಮೆಲ್ಲರ ಹೆಮ್ಮೆಯ ಮೈಸೂರು ಪ್ರವಾಸೋದ್ಯಮದ ಅವಿಭಾಜ್ಯ ಅಂಗ ಇಲ್ಲಿನ ಆತಿಥ್ಯ ಉದ್ಯಮ.

ಮೈಸೂರಿನ ಹೋಟೆಲ್ - ಆತಿಥ್ಯ ಉದ್ಯಮ ತನ್ನ ಶ್ರೇಷ್ಠ ಸೇವೆಯಿಂದಾಗಿ ಜಗದ್ವಿಖ್ಯಾತಿ ಪಡೆದಿದೆ. ಇಲ್ಲಿ ನಾನಾ ಬಗೆಯ ಹೋಟೆಲ್‌ಗಳು ಆತಿಥ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಿವೆ. ಇಲ್ಲಿ ಸಣ್ಣ ಪುಟ್ಟ ಹೋಟೆಲ್‌ಗಳಿಂದಿಡಿದು ಸ್ಟಾರ್ ಹೋಟೆಲ್‌ಗಳವರೆಗೆ ನಾನಾ ಬಗೆಯ ಹೋಟೆಲ್‌ಗಳಿವೆ. ಯೋಗ ಹಾಗೂ ಪ್ರವಾಸೋದ್ಯಮದ ಕಾರಣಕ್ಕಾಗಿ ಇಲ್ಲಿಗೆ ಪ್ರತಿದಿನ ವಿಶ್ವದೆಲ್ಲೆಡೆಯಿಂದ ಅತಿಥಿಗಳು ಆಗಮಿಸುತ್ತಿರುತ್ತಾರೆ. ಇವರೆಲ್ಲರಿಗೆ ಅಗತ್ಯ ಸೇವೆ ನೀಡುತ್ತಾ, ಇಲ್ಲಿನ ಹೋಟೆಲ್ ಹಾಗೂ ಆತಿಥ್ಯ ಕ್ಷೇತ್ರ ಇಲ್ಲಿನ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಮಹತ್ವದ ಪಾತ್ರ ವಹಿಸುತ್ತಿದೆ.

ಮೈಸೂರಿನ ಹೋಟೆಲ್-ಆತಿಥ್ಯ ಉದ್ಯಮ ಕ್ಷೇತ್ರದ ಹಿತಾಸಕ್ತಿ ರಕ್ಷಣೆಗೆ ಆರಂಭವಾದ ಸಂಘ, ಈಗ ಒಂದು ಮಾದರಿ ಸಂಘವಾಗಿ ಬೆಳೆದು ನಿಂತಿದೆ. ಹೋಟೆಲ್ ಉದ್ಯಮ-ಉದ್ಯಮಿಗಳ ಹಿತಾಸಕ್ತಿ ಕಾಪಾಡುತ್ತಲೇ, ಸಂಘ ಈಗ ತನ್ನ ಕಾರ್ಯಚಟುವಟಿಕೆಗಳನ್ನು ಬಹಳಷ್ಟು ವಿಸ್ತರಿಸಿಕೊಂಡಿದೆ.

ದೂರದ ಬೆಟ್ಟ ಕಣ್ಣಿಗೆ ನುಣ್ಣಿಗೆ ಅನ್ನುವ ಮಾತಿದೆ. ಈಗ ಯುವಕರು, ಹೋಟೆಲ್-ಆತಿಥ್ಯ ಉದ್ಯಮ ಕ್ಷೇತ್ರದಲ್ಲಿ ಹೂಡಿಕೆಗೆ ಹೆಚ್ಚಿನ ಪ್ರಮಾಣದಲ್ಲಿ ಬರುತ್ತಿದ್ದಾರೆ. ಆದರೆ, ಬಹುತೇಕರ ಸಮಸ್ಯೆ ಎಂದರೆ ಅವರಿಗೆ ಈ ಕ್ಷೇತ್ರದ ವಾಸ್ತವಗಳ ಅರಿವು

ಎಲ್ಲರೂ ಒಂದೆಡೆ ಸೇರುವುದು
ಆರಂಭ;
ಎಲ್ಲರೂ ಜೊತೆಯಾಗಿಯೇ ಸಾಗುವುದು
ಅಭಿವೃದ್ಧಿ;
ಎಲ್ಲರೂ ಜೊತೆಯಾಗಿ ಕೆಲಸ ಮಾಡುವುದು
ಯಶಸ್ಸು;
- ಹೆನ್ನಿ ಫೋರ್ಡ್

ಇಲ್ಲದಿರುವುದು. ಉದಾಹರಣೆಗೆ, ಒಂದು ಹೋಟೆಲ್ ಆರಂಭಿಸಬೇಕಾದರೆ ಕಾರ್ಮಿಕರ ಕೊರತೆ ಬಹಳ ಮುಖ್ಯವಾದದ್ದು. ಅಗತ್ಯವಾದ ಹಲವಾರು ಕಾನೂನು ಅನುಮತಿಗಳ ಬಗ್ಗೆ ಅವರಿಗೆ ಅರಿವು ಹೆಚ್ಚಿನ ಮಾಹಿತಿ ಇರುವುದಿಲ್ಲ. ಟ್ರೇಡ್ ಪರ್ಮಿಟ್‌ನಿಂದಿಡಿದು, ಕಾರ್ಮಿಕ ಇಲಾಖೆಯಲ್ಲಿ ನೋಂದಾಣಿ, ಪಿಎಫ್, ಇಎಸ್‌ಐ, ಹೀಗೆ ಹಲವಾರು ಪ್ರಕ್ರಿಯೆಗಳು ಇಲ್ಲಿರುತ್ತವೆ. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳಿಗೆ ಅಗತ್ಯವಾದ ಕಾನೂನು ಮಾಹಿತಿ, ಅಧಿಕಾರಿಗಳ ಜೊತೆಗೆ, ಜನಪ್ರತಿನಿಧಿಗಳ ಜೊತೆಗೆ ನೀತಿ ನಿರೂಪಣೆ ನಿಟ್ಟಿನಲ್ಲಿ ಸೌಹಾರ್ದ ಸಂಬಂಧ, ಹೋಟೆಲ್ ಉದ್ಯಮಿ-ಕಾರ್ಮಿಕರಿಗೆ ಅಗತ್ಯವಾದ ನೆರವು ಹೀಗೆ ಸಂಘ ಎಲ್ಲ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಸಕ್ರಿಯವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಾ, ಈ ಕ್ಷೇತ್ರದ ಹಿತಾಸಕ್ತಿ ರಕ್ಷಣೆಯಲ್ಲಿ ಬಹುಮುಖ್ಯವಾದ ಪಾತ್ರ ವಹಿಸುತ್ತಿದೆ.

ಮೈಸೂರು ಈಗ ನಮ್ಮ ದೇಶದ ಒಂದು ಪ್ರತಿಷ್ಠಿತ ಪ್ರವಾಸಿ ತಾಣವಾಗಿ ಬೆಳೆದು ನಿಂತಿದೆ. ಇಲ್ಲಿನ ಯಶಸ್ಸಿನಲ್ಲಿ ಆತಿಥ್ಯ ಉದ್ಯಮದ ಪಾತ್ರ ಅತಿ ದೊಡ್ಡದು. ಮೈಸೂರಿನ ಹೋಟೆಲ್‌ಗಳೆಂದರೆ, ಅತ್ಯುತ್ತಮ ಸೇವೆ, ಸವಿ ರುಚಿಯ ಆಹಾರ, ಹಾಗೂ ಇತರ ಸೇವೆಗಳಿಗೆ ಪ್ರಸಿದ್ಧಿ ಪಡೆದಿವೆ. ನಮ್ಮ ಸೇವಾ ಶ್ರೇಷ್ಠತೆಯನ್ನು ಇನ್ನಷ್ಟು ಉನ್ನತ ಮಟ್ಟಕ್ಕೆ ಏರಿಸಲು ನಾವು ಸದಾ ಕಟಿಬದ್ಧರಾಗಿದ್ದೇವೆ.

ತಾಯಿ ಶ್ರೀ ಚಾಮುಂಡೇಶ್ವರಿಯ ಆಶೀರ್ವಾದ ಸದಾ ನಮ್ಮನ್ನು ಪ್ರೇರೆಯುತ್ತಿರಲಿ.

Mysuru Dasara: A Grand Tribute to **Celebrating Nada Habba**



The 2024 Mysore Dasara, also known as Nada Habba, will be celebrated from October 3–12. The festival is a 10-day celebration that culminates on Vijayadashami, the tenth day Highlights:

Lighting: The lighting arrangements will be held for 21 days after Dasara.

Jamboo Savari: The Jamboo Savari, a march of caparisoned elephants, will be held on October 12.

Nandi Dwaja Puja: The Nandi Dwaja Puja will be held on October 12.

Procession: The procession will start with a puja at 4 PM on October 12.

Stalls: The exhibition stalls will showcase the government's accomplishments and flagship projects.

Gajapayana: The Forest Department will move elephants from elephant camps to Mysuru.

Local artists: Local artists will be given more opportunities to showcase their talents.

Tourism: A tourism circuit will be launched in collaboration with KSRTC.

Security: The police department will make preparations to ensure there are no lapses in the parking and security system.

The Karnataka State Government organizes the celebration in conjunction with the royal family of Mysore.

The festival commences with a grand pooja at Chamundeshwari Temple atop Chamundi Hill on October 3

before 09:00 AM. Every evening, the Mysore Palace will be illuminated with over 97,000 bulbs from 07:00 PM to 09:00 PM, and on Vijayadashami Day (12th October 2024) from 07:00 PM to 10:00 PM.

Mysuru Dasara is set to enchant visitors once again from October 3 to 12, 2024. This iconic festival, celebrated for centuries, is a ten-day extravaganza culminating on Vijayadashami, signifying the triumph of good over evil. It's not just a festival; it's a vibrant showcase of Mysuru's rich heritage and cultural significance.

One of the highlights of Mysuru Dasara is the Jamboo Savari, a



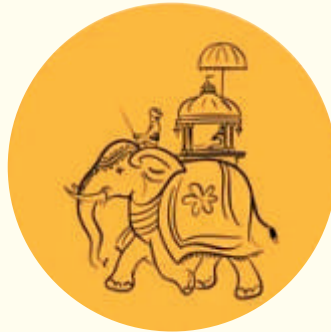
The hotel and tourism sector stands to benefit immensely from the festivities. With thousands of tourists flocking to Mysuru, hotels and hospitality services can expect a surge in bookings and footfall. Businesses are gearing up to provide exceptional services, ensuring that every visitor leaves with cherished memories.

For those visiting Mysuru during Dasara, there are unmissable experiences. Apart from witnessing the grand procession, don't miss the enchanting Mysore Palace, the serene Brindavan Gardens, and the vibrant local markets bursting with traditional handicrafts. The culinary delights of Mysuru, particularly its iconic Mysore Pak and traditional thalis, are a must-try for food enthusiasts.

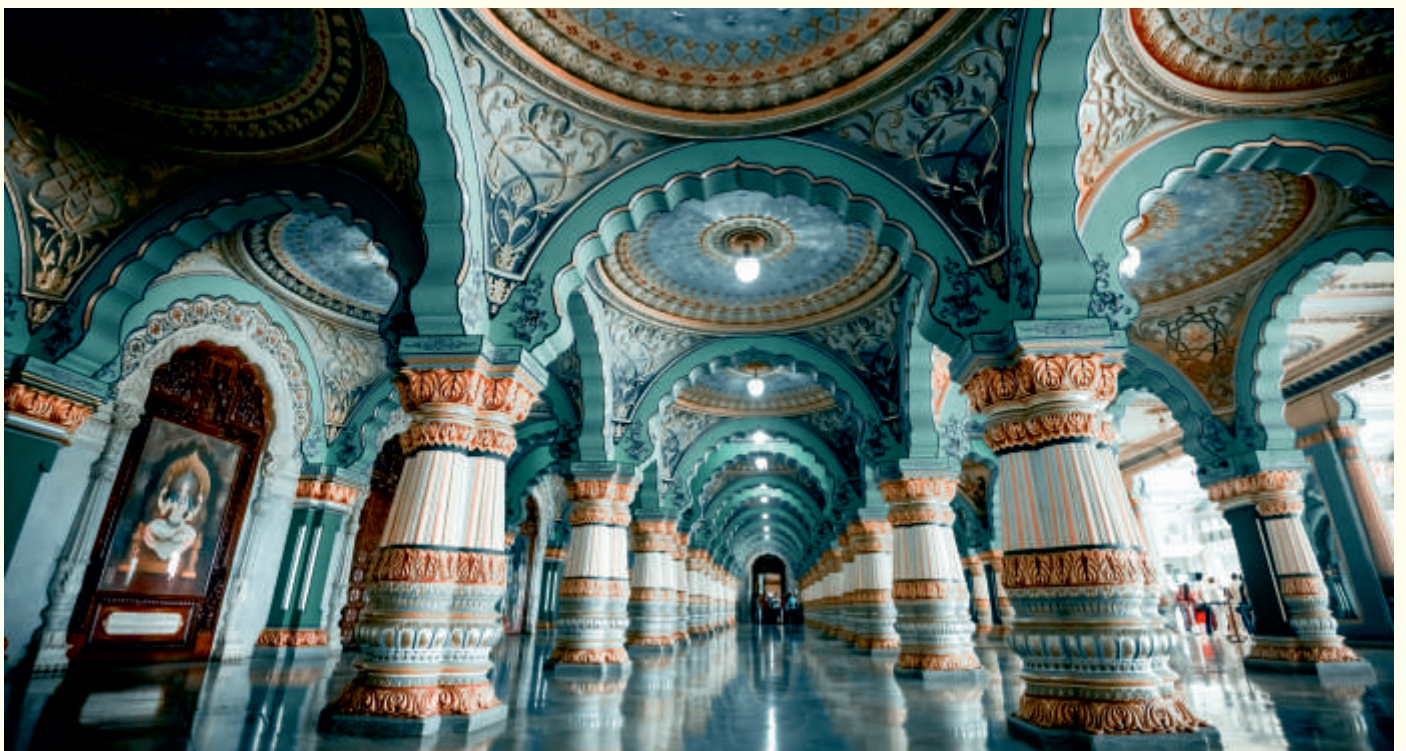
As security and parking measures are being diligently arranged by local authorities, visitors can enjoy the festivities with peace of mind. Mysuru Dasara is not just an event; it's an invitation to experience the essence of Karnataka's culture, tradition, and community spirit. So, mark your calendars and get ready for a celebration like no other.

majestic procession featuring caparisoned elephants. This traditional march embodies the spirit of the festival, showcasing the royal heritage of Mysuru. The Nandi Dwaja Puja on the same day further enhances the celebrations, uniting the community in reverence and joy.

In addition to the traditional rituals, this year's festival will feature exhibition stalls showcasing the government's accomplishments and flagship projects, offering a glimpse into the State's progress. Local artists will be given a platform to showcase



their talents, enriching the festival's cultural tapestry. A new tourism circuit launched in collaboration with KSRTC promises to enhance accessibility and convenience for visitors.





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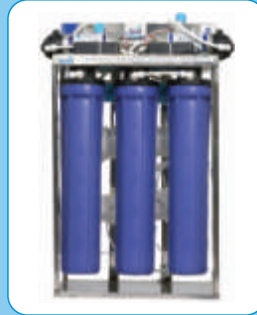
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Crafting Cherished Experiences

Top Innovative Trends In Hotel Industry

The hotel industry in India is undergoing a transformative revolution, driven by innovation and an unwavering commitment to enhancing guest experiences. As travelers seek more than just a place to stay, hotels are adapting by integrating cutting-edge trends that elevate the quality of life for their customers and turn ordinary visits into lifetime memories.

Personalization through Technology

One of the most significant trends reshaping the hotel landscape is the use of technology to deliver personalized experiences. Hotels are leveraging data analytics to understand guest preferences and behaviours better. From customized welcome amenities to tailored room settings - such as lighting and temperature - hotels are making guests feel uniquely valued.

Apps that allow for seamless communication with staff, from ordering room service to requesting housekeeping, further enhance the personalized experience, making stays more convenient and enjoyable.

Sustainable Practices

As environmental awareness grows, hotels are increasingly adopting

sustainable practices. Initiatives such as zero-waste kitchens, eco-friendly toiletries, and energy-efficient systems not only help the planet but also resonate with conscious travelers.

Many establishments are embracing organic, locally sourced food in their restaurants, creating a connection between guests and the local community. This not only enriches the dining experience but also promotes a sense of responsibility towards sustainability.

Wellness-Centric Offerings

The focus on wellness is another trend gaining momentum in India's hotel industry. Many hotels are incorporating holistic wellness programs that include yoga classes, spa treatments, and healthy dining options. Some even offer wellness retreats that focus on mental and physical rejuvenation, allowing guests to unwind and recharge. This emphasis on well-being transforms a regular stay into a restorative escape.

Experiential Travel

Today's travelers crave experiences over material possessions. Hotels are responding by curating unique, immersive activities that showcase

local culture, cuisine, and traditions. Cooking classes with local chefs, guided heritage walks, and adventure sports are just a few examples of how hotels are providing guests with memorable, enriching experiences that go beyond the typical tourist offerings.

Enhanced Safety and Hygiene Protocols

In the wake of the pandemic, safety and hygiene have taken center-stage. Innovative cleaning technologies, such as UV sterilization and contactless check-in/out processes, have become standard. Hotels are investing in health and safety measures that not only reassure guests but also create a sense of comfort, ensuring they can focus on enjoying their stay.

In conclusion, the innovative trends shaping India's hotel industry are all about enhancing the guest experience and crafting memories that last a lifetime. By embracing personalization, sustainability, wellness, experiential travel, and robust safety protocols, hotels are redefining hospitality. As they continue to adapt to evolving guest expectations, the future looks bright for an industry committed to enriching lives one stay at a time.



Building a Thriving Hospitality Sector

The Karnataka State Hotel Association (KSHA) is on a mission to advocate for a uniform 5% GST on all food items served, recognizing the vital role our industry plays in the economy and job creation. By streamlining tax regulations, KSHA aims to foster a more supportive environment for hoteliers.

Equally important is the simplification of trade licenses. KSHA proposes a one-time issuance system, reducing the administrative burden and allowing hoteliers to focus on what they do best—delivering exceptional guest experiences. This shift will not only save time but also lower operational costs, promoting a more business-friendly atmosphere in the hospitality sector.

When it comes to health regulations, KSHA is advocating for fairness regarding FSSAI penalties. Current fines can be excessively punitive for minor infractions, placing unnecessary financial strain on hotels, especially smaller establishments. By pushing for a balanced approach, KSHA hopes to relieve some of this pressure, enabling hoteliers to prioritize service quality without the fear of crippling penalties.

“
In the dynamic world of hospitality, the nuances of taxation can feel overwhelming. Currently, GST rates for food items vary dramatically - from 5% to 18% - based on the outlet type, creating confusion and frustration among hoteliers.
 ”

Gas supply taxation is another area in need of reform. The existing rates are often burdensome, impacting operational costs significantly. KSHA is determined to work towards more equitable gas supply rates, ensuring that hotels can manage their expenses effectively while providing top-notch service.

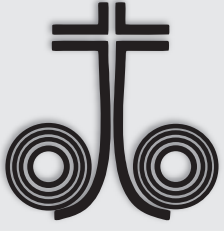
Tax inconsistencies at the Panchayat level are also on KSHA's radar. The lack of uniformity in tax levies complicates financial planning for hoteliers. KSHA will advocate for standardized rates and a reduction in GST slabs for smaller bills, creating a more predictable financial landscape for the industry.

Recognizing the contributions of larger hotels is crucial as well. KSHA is pushing for industry status designation for hotels employing more than 20 staff, which would acknowledge their unique challenges and contributions. This recognition is essential for ensuring that these establishments receive tailored support and benefits.

To guarantee the success of these initiatives, KSHA plans to establish a monitoring committee to track progress and gather feedback. Regular reviews will keep the organization aligned with its goals, ensuring continuous improvement in its support for hoteliers.

Finally, KSHA is committed to strengthening its government relations, ensuring that the voices of hoteliers are heard in policy discussions. By maintaining strong communication with decision-makers, KSHA aims to shape favourable policies that foster growth and stability in the hospitality sector.

Together, these efforts will cultivate a robust and unified hospitality industry in Karnataka, empowering hoteliers to thrive in a supportive environment. Let's embrace these changes for a brighter future in hospitality!



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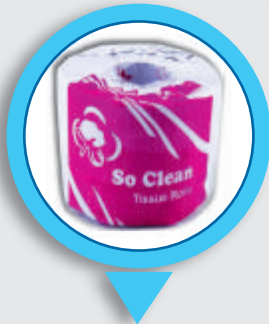
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ಹೋಟೆಲು ಉದ್ಯಮಕ್ಕೆ 24/7 ತೆರೆದಿಡಲು ಅನುಮತಿ ನೀಡಿದರೆ ಜನಸಾಮಾನ್ಯರಿಗೂ, ವ್ಯಾಪಾರಸ್ಥರಿಗೂ ಹೆಚ್ಚು ಅನುಕೂಲವಾಗಲಿದೆ. ಹಾಲು ಮತ್ತು ದಿನಪತ್ರಿಕೆ ಸರಬರಾಜು ಮಾಡುವವರು, ತರಕಾರಿ, ಹಣ್ಣು ಮುಂತಾದವುಗಳನ್ನು ಮಾರ್ಕೆಟ್‌ಗೆ ತರುವ ರೈತರು ಹಾಗೂ ವ್ಯಾಪಾರಿಗಳು, ಶಿಫ್ಟ್‌ನಲ್ಲಿ ಕೆಲಸಕ್ಕೆ ಹೋಗುವವರು ಮುಂತಾದ ಬಹಳಷ್ಟು ಜನಸಾಮಾನ್ಯರು ತಡರಾತ್ರಿಯಲ್ಲಿ ಹೆಚ್ಚಾಗಿ ಓಡಾಡುತ್ತಾರೆ. ಇದಲ್ಲದೆ ಬಹಳಷ್ಟು ಪ್ರವಾಸಿಗರು ಬಸ್, ರೈಲು ಮತ್ತು ವಿಮಾನದ ಮೂಲಕ ರಾತ್ರಿ ಬಂದಿಳಿಯುತ್ತಾರೆ. ರಾತ್ರಿ ಸೇವೆ ಒದಗಿಸುವ ಆಟೋ, ಕ್ಯಾಬ್ ಚಾಲಕರು, ಅಗತ್ಯ ಸೇವೆ ಒದಗಿಸುವ ಪೊಲೀಸ್, ಆಂಬ್ಯುಲೆನ್ಸ್, ವೈದ್ಯಕೀಯ ಸಿಬ್ಬಂದಿ ಮುಂತಾದವರು ರಾತ್ರಿ

ಓಡಾಡುತ್ತಾರೆ. ಇವರೆಲ್ಲರಿಗೂ ಆಹಾರದ ಅಗತ್ಯತೆ ಇರುತ್ತದೆ. ಇದರ ಜೊತೆಗೆ ಕುಡಿಯುವ ನೀರು ಮತ್ತು ಶೌಚಾಲಯ ವ್ಯವಸ್ಥೆ ಹೋಟೆಲುಗಳಲ್ಲಿ ಉಚಿತವಾಗಿ ಪೂರೈಸುವುದರಿಂದ ಇವರಿಗೆ ಅನುಕೂಲವಾಗಲಿದೆ.

24/7 ತೆರೆದಿಡಲು ಅನುಮತಿ ನೀಡಿದರೆ ಹೊಸ ಉದ್ಯಮಗಳು ಪ್ರಾರಂಭವಾಗುವುದರ ಜೊತೆಗೆ ಹೆಚ್ಚಿಗೆ ಉದ್ಯೋಗ ಸೃಷ್ಟಿಯಾಗುತ್ತದೆ. ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಅಂದಾಜು 24000 ಹೋಟೆಲುಗಳು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದು, ಶೇಕಡಾ 10ರಷ್ಟು ಮಾಲೀಕರು 24/7 ತೆರೆದಿಡಲು ಆಸಕ್ತಿ ತೋರಿಸಿರುತ್ತಾರೆ. ಹೊಸ ಉದ್ಯಮ ಪ್ರಾರಂಭಿಸುವವರೂ ಕೂಡ ಈ ಪರಿಕಲ್ಪನೆಯಲ್ಲಿ ಆರಂಭಿಸುವ ಉದ್ದೇಶ



ಸುಬ್ರಹ್ಮಣ್ಯ ಹೊಳೆ
ಅಧ್ಯಕ್ಷರು
ಬೆಂಗಳೂರು ಹೋಟೆಲುಗಳ ಸಂಘ (ಠ).

ಹೊಂದಿದ್ದಾರೆ. ಈಗಾಗಲೇ ದೇಶದ ಇತರ ರಾಜ್ಯಗಳಾದ ದೆಹಲಿ, ತಮಿಳುನಾಡು, ಕೇರಳ, ಗುಜರಾತ್ ಮುಂತಾದ ಕಡೆಗಳಲ್ಲಿ 24/7 ತೆರೆದಿಡಲು ಅನುಮತಿ ನೀಡಿರುತ್ತಾರೆ. ಹೋಟೆಲು ಉದ್ಯಮಕ್ಕೆ 24/7 ತೆರೆದಿಡಲು ಅನುಮತಿ ನೀಡಿದರೆ ಬಹಳಷ್ಟು ಜನರಿಗೆ ಅನುಕೂಲವಾಗುವುದಲ್ಲದೆ ರಾಜ್ಯದ ಅಭಿವೃದ್ಧಿಗೆ ಸಹಕಾರಿಯಾಗಲಿದೆ. ಮುಂದೆ 24/7 ತೆರೆದಿಡಲು ಅನುಮತಿ ನೀಡಬಹುದೆಂಬ ಭರವಸೆ ಇದೆ.



Aruna Adiga
Managing Partner
Vidyarthi Bhavan.

Currently, two key players - Swiggy and Zomato - dominate the online food delivery (OFD) market in India. Many restaurant partners have raised significant concerns over the high commission fees charged by these platforms, which often range from

Food Aggregator Issues

20-30% of the order value and can heavily impact their profit margins. To maintain trust and ensure the sustainability of these partnerships, it is crucial for OFD service providers to adhere to agreed-upon terms and conditions, ensuring full transparency in pay-outs. Any new charges or deviations from the established commission rates should be clearly communicated, with explicit consent from restaurant partners, fostering a fair and mutually beneficial relationship. The recent launch of ONDC aims to democratize the digital commerce ecosystem and could potentially disrupt the current duopoly, offering more equitable terms for restaurants.

We understand that Andhra Pradesh Hotels Association (APHA) called off their boycott of Swiggy, which was scheduled to begin on October 14, 2024. The APHA announced that the boycott was called off after Zomato and Swiggy reached a common ground on the issues. The agreed-upon components will come into effect from November 1, 2024. The issue has been raised in FHRAI and got the assurance of taking up the matter with Swiggy to resolve at their level. We should also have a discussion with Swiggy/Zomato on the unresolved issues for the sustainable longstanding healthy business relationship.



Shekar Naidu
Zonal Secretary, KSHA

Food Storage Procedures



Food needs to be stored in a clean, dry secured and controlled area.

- Dry food at room temperature
- Chilled or refrigerated food at 1°C to 4°C
- Frozen food at -18 °C or below.



Clean all food storage areas regularly.



Once packed food is opened, use it as fresh food. The “use by” date applies only to unopened food.



Do not leave food in opened cans or packages. Once opened transfer to another container for storage



Do not leave perishable food such as fruits, vegetables milk and milk products, meat etc. lying around, refrigerate immediately.



Insulated cool boxes or cool packs should be used for carrying food when transporting food over distances or going on trips.



Food stocks should be stored and used as per the concept of first-in, First-Out (FIFO) and food beyond its use-by/expiry date should be strictly discarded.



Ensure that vegetarian food is stored at the top and non-vegetarian food is stored at the bottom in the refrigerator.



Always store food in shelves, racks or cupboards and never on the floor.



Food should be sorted, cleaned, labelled and covered to prevent any contamination.



Racks and cans / tetra packs shall be clean and free from contaminants-dirt, rust etc.



There should be no spilling of raw food on storage bins.



Only stainless steel or food grade containers should be used for storage.



Food should be stored at least 6 inches away from walls and above the floor.



Food containing allergens shall be segregated and stored separately in a manner to avoid accidental spillage.



MATHAS
Coffee
REAL FRESH

ಮಾತಾಸ್ ಏಕೆ?

01 ಉನ್ನತ,
ಸ್ಥಿರವಾದ
ಗುಣಮಟ್ಟ

02 ನ್ಯಾಯಯುತ ಬೆಲೆ ಮತ್ತು
ಪ್ರಾಚೀನ ಜ್ಞಾನವನ್ನು
ಸಮಕಾಲೀನ ರುಚಿಯೊಂದಿಗೆ
ಸಂಯೋಜನೆ

03 1.5 ದಶಕದ
ಶ್ರೀಮಂತ
ಬ್ಲೆಂಡಿಂಗ್
ಅನುಭವ

ಪ್ರೀಮಿಯಂ ಹೊರಕಾ ಬ್ಲೆಂಡ್‌ಗಳು

ನಾವು ವಿಶೇಷವಾಗಿ ಹೋಟೆಲ್
ಮತ್ತು ರೆಸ್ಟೋರೆಂಟ್‌ಗಳಿಗಾಗಿ ರೂಪಿಸಿದ್ದೇವೆ

70/30:
ನಯವಾದ
ಮಿಶ್ರಣ



Enrich
FILTER COFFEE



The perfect

Net Weight 7

80/20:
ಮೃದು ಮತ್ತು
ಸಮತೋಲಿತ



Gold
FILTER COFFEE



The perfect blend

Net Weight 500g



Supreme
FILTER COFFEE



The perfect blend

Net Weight 500g

85/15:
ಸಂಪದ್ಧರಿತ
ಹಾಗೂ
ಬಲಿಷ್ಠ

ಇಂದೇ ನಮ್ಮ ಹೊರಕಾ ಬ್ಲೆಂಡ್‌ಗಳನ್ನು ಆರ್ಡರ್ ಮಾಡಿ ಮಾತಾಸ್ ಕಾಫಿಯ ಅನುಭವ ಪಡೆಯಿರಿ.



Santhosh Kumar Shetty
VP Bunts Hotels Association
BBHOA

Empowering Restaurants on ONDC Network

turn generates order for the restaurant. Generated order pushed to respective restaurants through Growth Falcon which manages the preparation and food ready status to delivery partner. Finally, the order picked up by delivery partner and delivers to the customers.

Benefits of joining ONDC versus Swiggy/Zomato

- | Lower commissions @7.5% on Food and Packing + 18% GST (1.35) + 1% TCS (1.00) + 0.1% TDS (0.1). Rs.9.95 will be deducted from an average Rs.100/= sales.
- | The hidden charges like Top Picks ads, Restaurant discounts and payment collection charges will not be there.
- | Multiple food aggregators can join the platform to ensure healthy competition.
- | Restaurants have complete control - They decide Menu price, discounts and promotions.
- | ONDC runs promotions and marketing activities to drive awareness.
- | Large access to logistics fleet and lower cancellations.
- | Access to Dashboard and enhanced customer analytics.
- | Weekly statement of accounts and payments.

The Open Network for Digital Commerce (ONDC) is an initiative by the Indian government to promote e-commerce networks. The goal is to make online shopping more convenient, innovative and to create a level playing field for businesses (which in our case relates to restaurants), thus overcoming the monopoly in the market. Growth Falcons is a leading F&B seller marketplace on ONDC catering to more than ten thousand restaurants across India.

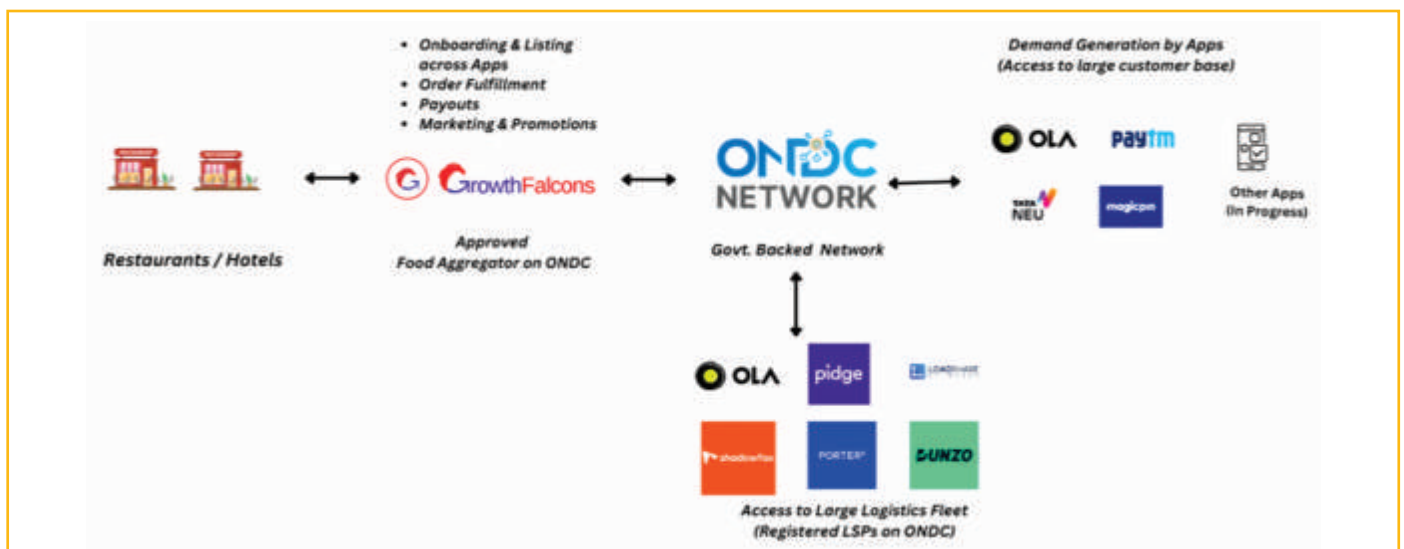
Growth Falcon manages the onboarding of ONDC network. It automatically gets listed on ONDC enabled applications like OLA, Pay TM, TATA Neu & Magic pin. Growth Falcon manages the visibility of restaurant's menu in these applications, which in

Growth Falcon is a preferred partner of Bangalore Hotels Association and have onboarded leading brands like Vidhyarthi Bhavan, Rameshwaram Café, Priyadarshini Group, Swathi Group, KAMAT, Udupi Sri Krishna Bhavan, Veena Stores and many more.

To onboard ONDC

Write to: onboarding@growthfalcons.com

Call the founders: Girish Pai +91 98450 71842
Vidya Nayak +91 97406 88224



ಕಾರ್ಯದರ್ಶಿಗಳ ವರದಿ

ಸಮಸ್ತ ಹೋಟೆಲ್ ಬಾಂಧವರಿಗೆ ದೀಪಾವಳಿ ಹಬ್ಬದ ಹಾರ್ದಿಕ ಶುಭಾಶಯಗಳು,

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘದ 70ನೇ ವರ್ಷದ ಈ ಸುಸಮಯದಲ್ಲಿ ನನ್ನನ್ನು ಗೌ|| ಕಾರ್ಯದರ್ಶಿಯನ್ನಾಗಿ ಕೆಲಸಮಾಡಲು ಅವಕಾಶ ಮಾಡಿಕೊಟ್ಟಿರುವ ನಿಮ್ಮೆಲ್ಲರಿಗೂ ನನ್ನ ಹೃದಯಸ್ಪರ್ಶಿ ವಂದನೆಗಳು.

ಕಳೆದ ತಿಂಗಳು ನಡೆದ "ಸಮ್ಮಿಲನ" ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಬಿಡುಗಡೆಯಾದ 2024-26ರ ರೋಡ್ ಮ್ಯಾಪ್ ನಲ್ಲಿ ಸೂಪಚಿಸಿರುವಂತೆ ಇನ್ನು ಮುಂದೆ ಪ್ರತಿ ತಿಂಗಳು ಅಥವಾ ಎರಡು

ತಿಂಗಳಿಗೊಮ್ಮೆಯಂತೆ ಸಂಘದ ಸಭೆಗಳನ್ನು ಬೇರೆ ಬೇರೆ ಜಿಲ್ಲಾ ಸಂಘಗಳ / ತಾಲ್ಲೂಕು ಸಂಘಗಳ ಸಹಯೋಜನೆಯಲ್ಲಿ ನಡೆಸಲು ತೀರ್ಮಾನಿಸಲಾಗಿದ್ದು ಅಲ್ಲಿ ನಮ್ಮ ಹೋಟೆಲ್ ಉದ್ಯಮದ ಆಗು-ಹೋಗುಗಳ ಚಿಂತನ - ಮಂಥನವನ್ನು ಚರ್ಚಿಸಿ ಪ್ರತಿಯೊಂದು ಹಂತದಲ್ಲಿ ಹೋಟೆಲ್ ಉದ್ಯಮದಲ್ಲಿರುವ ಸಮಸ್ಯೆಗಳು, ಅದು ತೆರಿಗೆಯಾಗಿರಬಹುದು ಅಥವಾ ಬೆಲೆ ಏರಿಕೆ, ಆಹಾರ ಇಲಾಖೆ ಇತ್ಯಾದಿಗಳ ಬಗ್ಗೆ ನಾವೆಲ್ಲರೂ ಒಂದು ಕಡೆ ಸೇರಿ ಅದರ ಬಗ್ಗೆ



ಎಂ ವಿ ರಾಘವೇಂದ್ರ ರಾವ್
ಗೌರವ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕೆಎಸ್‌ಹೆಚ್‌ಎ

ಚರ್ಚಿಸಿ ಅದಕ್ಕೆ ಪರಿಹಾರ ಕಂಡುಕೊಳ್ಳುವ ನಿಟ್ಟಿನಲ್ಲಿ ಅಯಾ ಸಂಬಂಧಪಟ್ಟ ಅಧಿಕಾರಿಗಳು ಮತ್ತು ಮಂತ್ರಿಗಳ ಗಮನಕ್ಕೆ ತಂದು ನಮ್ಮ ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮದ ಸಮಸ್ಯೆಗಳ ಬಗ್ಗೆ ಅವರಿಗೆ ಮನವರಿಕೆ ಮಾಡಿಕೊಡುವ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಮ್ಮ ಅಧ್ಯಕ್ಷರಾದ ಶ್ರೀ ಜಿ.ಕೆ. ಶೆಟ್ಟಿಯವರು ಹಾಕಿಕೊಂಡಿದ್ದಾರೆ. ಅದರಂತೆ ಅಕ್ಟೋಬರ್ ತಿಂಗಳು ಕೊಡಗು ಜಿಲ್ಲಾ ಸಂಘದ ಆಶ್ರಯದಲ್ಲಿ

ಮಡಿಕೇರಿಯಲ್ಲಿ "ವಲಯ ಸಭೆ"ಯು ಯಶಸ್ವಿಯಾಗಿ ನಡೆಯಿತು. ಕೊಡಗು ಜಿಲ್ಲಾ ಸಂಘದ ಪದಾಧಿಕಾರಿಗಳಿಗೂ ಹಾಗೂ ಆ ಕಾರ್ಯಕ್ರಮದ ಹೊಣೆ ಹೊತ್ತಿದ್ದ ವಲಯ ಕಾರ್ಯದರ್ಶಿ ಶ್ರೀ ನಾಗೇಂದ್ರ ಪ್ರಸಾದ್ ರವರಿಗೆ ನನ್ನ ಅಭಿನಂದನೆಗಳು. ಅಂತೆಯೇ ಮುಂದಿನ ಸಭೆಗಳನ್ನು ತಮ್ಮಲ್ಲಿ ನಡೆಸುವಂತೆ ಚಿತ್ರದುರ್ಗ ಮತ್ತು ಮೈಸೂರು ಜಿಲ್ಲಾ ಸಂಘಗಳು ಮುಂದೆ ಬಂದಿರುವುದು ಸಂತೋಷದ ವಿಷಯ.

ಸಂಘದ ಬೆಳವಣಿಗೆಗೆ ಸದಸ್ಯತ್ವ ಬಹಳ ಮುಖ್ಯ ಹಾಗೆಯೇ ಸಂಘದ ಪತ್ರಿಕೆಯ ಬೆಳವಣಿಗೆಗೆ ಜಾಹೀರಾತಿನ ಪ್ರಾಯೋಜಕತ್ವ ಕೂಡ ಅಷ್ಟೇ ಮುಖ್ಯ. ಆದ್ದರಿಂದ ತಾವೆಲ್ಲರೂ ಸಂಘದ ಬೆಳವಣಿಗೆಯಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರವಹಿಸಿ, ಸದಸ್ಯತ್ವ ಮತ್ತು ಪ್ರತಿ ಜಿಲ್ಲಾ ಸಂಘಗಳು ಪತ್ರಿಕೆಗೆ ಪ್ರತಿ ತಿಂಗಳು ಕನಿಷ್ಠ 2-3 ಜಾಹೀರಾತುಗಳನ್ನು ಮತ್ತು 2-3 ಉತ್ತಮ ಬರವಣಿಗೆಗಳನ್ನು ಪತ್ರಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಣೆಗೆ ಕಳುಹಿಸಿ, ಪ್ರೋತ್ಸಾಹಿಸಿ, ಬೆಂಬಲಿಸಿ.

ನಮಸ್ಕಾರ
ಎಂ.ವಿ. ರಾಘವೇಂದ್ರ ರಾವ್



ಶ್ರೀ ಪಿ ಸಿ ರಾವ್

ಅಭಿನಂದನೆಗಳು

ಕರ್ನಾಟಕ ವಾಣಿಜ್ಯ ಮತ್ತು
ಕೈಗಾರಿಕಾ ಮಹಾಸಂಸ್ಥೆಯ
ನಿರ್ದೇಶಕರಾಗಿ ಚುನಾಯಿತರಾಗಿರುವ
ಶ್ರೀ ಪಿ ಸಿ ರಾವ್
ಮತ್ತು
ಶ್ರೀ ವೀರೇಂದ್ರ ಎನ್ ಕಾಮತ್‌ರವರಿಗೆ
ಹೃತ್ಪೂರ್ವಕ ಅಭಿನಂದನೆಗಳು



ಶ್ರೀ ವೀರೇಂದ್ರ ಎನ್ ಕಾಮತ್

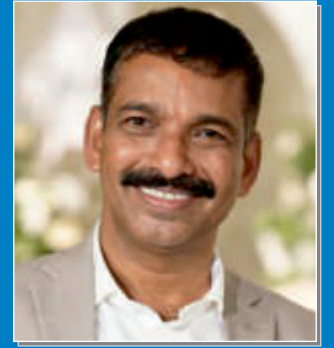
ಪ್ರಸಕ್ತ ವಿದ್ಯಮಾನ



ಉದಯ ಕಡಂಬ
ವಲಯ ಕಾರ್ಯದರ್ಶಿ
ಕೆಎಸ್‌ಹೆಚ್‌ಎ

ಹೋಟೆಲ್ ಉದ್ಯಮಕ್ಕೆ ಜಿ.ಎಸ್.ಟಿ. ತೆರಿಗೆ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಇರುವ ನ್ಯೂನ್ಯತೆಯೆಂದರೆ ಒಂದೇ ಹೋಟೆಲ್‌ನಲ್ಲಿ ತಯಾರಿಸುವ ಹಾಗೂ ಉಣಬಡಿಸುವ ಭಕ್ಷ್ಯಗಳಿಗೆ ವಿವಿಧ ದರದ ತೆರಿಗೆಗಳಿಂದ ಉದ್ಯಮ ನಡೆಸುವವರಿಗೆ ಅನಾನುಕೂಲವಾಗಿರುತ್ತದೆ. ಒಂದು ಬಗೆಯ ಭಕ್ಷ್ಯಗಳಿಗೆ ಒಂದೇ ತರದ ತೆರಿಗೆಗಳನ್ನು ನಿಗದಿಸಬೇಕೆಂಬುದು ನಮ್ಮ ಒತ್ತಾಯ ಹಾಗೆಯೇ ಬಹಳ ದಿನಗಳಿಂದ ನಮ್ಮ ಬೇಡಿಕೆಯಾದ ಹೋಟೆಲ್ ರೂಮ್‌ನ ದರ ರೂ. 1,000ಕ್ಕೆ 12% ತೆರಿಗೆ ಇದ್ದು ಇದನ್ನು ಅದನ್ನು ಶೇ. 5%ಗೆ ಇಳಿಸಬೇಕಾಗಿ ಮರು ಒತ್ತಾಯ ಮಾಡಲಾಗಿದೆ. ಇತ್ತೀಚೆಗೆ ಉತ್ತಮ ದರ್ಜೆಯ ಹೋಟೆಲ್‌ಗಳಲ್ಲಿ ರೂ. 7,500/- ಕ್ಕಿಂತ ಮೇಲ್ಪಟ್ಟು ಅಪ್ಪಿ ತಪ್ಪಿ ಒಂದೆರಡು ಬಿಲ್ಲುಗಳು ರೂ. 7,500/- ಸಾವಿರ ದಾಟಿದಲ್ಲಿ ಆ ಹೋಟೆಲಿನ ಸಂಪೂರ್ಣ ವ್ಯಾಪಾರ-ವಹಿವಾಟಿನ ಮೇಲೆ ಆಗುವ ಪರಿಣಾಮ ಭಾರೀ ಮೊತ್ತದ ದಂಡ ತೆರುವಂತಾಗಿದೆ ಆದ್ದರಿಂದ ರೂ. 7,500/- ಕ್ಕೆ ಇರುವ ನಿಯಮಿತವನ್ನು ರೂ. 10,500/- ಕ್ಕೆ ಹೆಚ್ಚಿಸಬೇಕೆಂಬುದು ನಮ್ಮ ಒತ್ತಾಯ.

ಕರ್ನಾಟಕ ರಾಜ್ಯದಲ್ಲಿ ಒಟ್ಟು ಅಂದಾಜಿನಂತೆ ಒಂದು ಲಕ್ಷಕ್ಕೂ ಮಿಗಿಲಾಗಿ ಹೋಟೆಲ್ ಉದ್ಯಮಗಳಿದ್ದು ಸರ್ಕಾರ ನಮ್ಮ ಹೋಟೆಲ್ ವಲಯಕ್ಕೆ ಕೈಗಾರಿಕಾ ಸ್ಥಾನ ಮಾನ ಮತ್ತು ಸವಲತ್ತು ದೊರೆಯುವ ನಿರೀಕ್ಷೆಯಲ್ಲಿದ್ದೇವೆ. ರಾಜ್ಯದ ಎಲ್ಲಾ ಭಾಗಗಳಲ್ಲಿರುವ ಮತ್ತು ನಮ್ಮ ಸಂಪರ್ಕದಲ್ಲಿರುವ ಸಂಘದ ಸದಸ್ಯರು ಹಾಗೂ ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳು ಸಹಕರಿಸಿ ಅತ್ಯಂತ ಹೆಚ್ಚಿನ ಸಂಖ್ಯೆಯಲ್ಲಿ ಇದೇ ಉದ್ಯಮದಲ್ಲಿರುವವರನ್ನು ನಮ್ಮ ಸಂಘಕ್ಕೆ ಹೆಚ್ಚಿನ ಸಂಖ್ಯೆಯಲ್ಲಿ ಸೇರ್ಪಡಿಸಬೇಕಾಗಿ ಕಳಕಳಿಯ ಮನವಿ ಮಾಡುತ್ತೇವೆ ಹಾಗೂ ಕೆಎಸ್‌ಹೆಚ್‌ಎ ಸದಸ್ಯತ್ವ ಕಮಿಟಿ ರಾಜ್ಯದ ಎಲ್ಲಾ ಜಿಲ್ಲೆಗಳಿಗೆ ಸಂಚರಿಸಿ ಸದಸ್ಯರ ಬಲವನ್ನು ವೃದ್ಧಿಪಡಿಸುವ ಕಾರ್ಯಕ್ರಮದ ರೂಪರೇಷೆಗಳನ್ನು ಕಾರ್ಯರೂಪಕ್ಕೆ ತರಲು ಚಾಲನೆ ನೀಡಲಾಗಿದೆ.



ಶ್ರೀನಿವಾಸ ಶೆಟ್ಟಿ
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ಸದಸ್ಯತ್ವ ಸಮಿತಿ



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ವಿಭಾಗೀಯ ಕಾರ್ಯದರ್ಶಿ
ಕೆಎಸ್‌ಹೆಚ್‌ಎ

ಕೆಎಸ್‌ಹೆಚ್‌ಎ ವಿಭಾಗೀಯ ಸಭೆ (Zonal Meet) ಪ್ರಥಮ ಸಭೆಯನ್ನು ಕೊಡಗಿನಲ್ಲಿ ಆಯೋಜಿಸಲು ನಮಗೆ ಅವಕಾಶ ಮಾಡಿಕೊಟ್ಟಿದ್ದು ರಾಜ್ಯದ ಜಿಲ್ಲೆಗಳಿಂದ ನೂರಕ್ಕೂ ಹೆಚ್ಚು ಸದಸ್ಯರು, ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳು ಆಗಮಿಸಿದ್ದು ಕಾರ್ಯಕ್ರಮದ ಯಶಸ್ಸು ನಮ್ಮ ವಲಯಕ್ಕೆ ಉತ್ತಮವನ್ನು ಮೂಡಿಸಿದೆ. ವಿಶೇಷವಾಗಿ ಈ ಸಭೆಗೆ ನಮ್ಮ ಉದ್ಯಮದ ರಾಷ್ಟ್ರೀಯ ಸಂಘಟನೆ (FSHRAI) ಅಧ್ಯಕ್ಷರಾದ ಶ್ರೀ ಶಾಮರಾಜುರವರು ಆಗಮಿಸಿದ್ದು, ಇದು ಜಿಲ್ಲೆಗೆ ಒಬ್ಬ ರಾಷ್ಟ್ರೀಯ ಅಧ್ಯಕ್ಷರ ಪ್ರಥಮ ಭೇಟಿಯಾಗಿದ್ದು, ನಮ್ಮ ಸಭೆಗೆ ಮರುಗನ್ನು ಹೆಚ್ಚಿಸಿದೆ. ಕೆಎಸ್‌ಹೆಚ್‌ಎ ಅಧ್ಯಕ್ಷರು ಹಾಗೂ ಪದಾಧಿಕಾರಿಗಳ ಸಹಕಾರ ಹಾಗೂ ವಿಚಾರ ವಿನಿಮಯದಿಂದ ನಮ್ಮ ಸದಸ್ಯರ ಆತ್ಮವಿಶ್ವಾಸ ಹೆಚ್ಚಿಸಿದೆ.



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Treasurer



Sri HS Prabhakar
Joint Secretary



Ratan Naval Tata

28th December 1937
to
9th October 2024

Homage

the Harvard Business School (HBS) Advanced Management program in 1975. He joined the Tata Group in 1962, starting on the shop floor of Tata Steel. He later succeeded J. R. D. Tata as Chairman of Tata Sons upon the latter's retirement in 1991. During his tenure, the Tata Group acquired Tetley, Jaguar Land Rover, and Corus, in an attempt to turn Tata from a largely India-centric group into a global business. Throughout his life, Tata invested in over 40 start-ups, primarily in a personal capacity, with additional investments through his firm, RNT Capital Advisors.

In the 1970s, Ratan Tata was given a managerial position in the Tata group. He achieved initial success by turning the subsidiary National Radio and Electronics (NELCO) around, only to see it collapse during an economic slowdown. In 1991, J. R. D. Tata stepped down as chairman of Tata Sons, naming him his successor. Initially, Tata faced stiff resistance from the heads of various subsidiaries, who had a large amount of operational freedom under the senior Tata's tenure. In response, Tata implemented a number of policies designed to consolidate power, including the implementation of a retirement age, having subsidiaries report directly to the group office, and requiring subsidiaries to contribute their profit to building the Tata group brand.

Ratan Tata was the son of Naval Tata, who was adopted by Ratanji Tata, son of Jamshedji Tata, the founder of the Tata Group. He graduated from Cornell University College of Architecture with a bachelor's degree in architecture. He had also attended

Ratan Tata received the Padma Bhushan in 2000 and Padma Vibhushan in 2008, the third and second highest civilian honours awarded by the Government of India. Tata also received various state civilian honours such as 'Maharashtra Bhushan' in 2006 for his work in the public administration in Maharashtra and 'Assam Baibhav' in 2021 for his contribution towards furthering cancer care in Assam.

ಕೋಟೇಶ್ವರ ಮಾಗಣಿಯ ಧೀಮಂತ ವ್ಯಕ್ತಿ ಶ್ರೀಯುತ ದಾವಣಗೆರೆಯ ಶ್ರೀ ಕೆ.ವಿ. ಆನಂದರಾವ್ ಈ ದಿನ ಮದ್ಯಾಹ್ನ ಸುಮಾರು 12-50ರ ಹೊತ್ತಿಗೆ ಸ್ವರ್ಗಸ್ಥರಾದರೆಂದು ತಿಳಿದು ಮನಸ್ಸಿಗೆ ತುಂಬಾ ದುಃಖವಾಯಿತು. ಶ್ರೀಯುತರಿಗೆ 95 ವರ್ಷವಾಗಿತ್ತು. ಜೀವನದಲ್ಲಿ ಅವರು ಮಾಡಿದ ಸಾಧನೆ ಮತ್ತೊಬ್ಬರಿಗೆ ದಾರಿದೀಪ. ಕೋಟೇಶ್ವರ ಮಾಗಣಿಯಲ್ಲಿ ತುಂಬಾ ಬಡತನವಿದ್ದ ಕಾಲದಲ್ಲಿ ಕೆಲವು ಸ್ನೇಹಿತರೊಂದಿಗೆ ಘಟ್ಟ ಹತ್ತಿದ ಇವರು ಸಹಕಾರ ಮನೋಭಾವದಿಂದ ಒಬ್ಬರಿಂದ ಒಬ್ಬರಿಗೆ ತನು ಮತ್ತು ಧನ ಸಹಾಯದಿಂದ ಹೋಟೆಲುಗಳನ್ನು ಸ್ಥಾಪಿಸುತ್ತಾ ಇಂದಿನ ಅನೇಕ ಕೋಟ್ಯಾಧೀಶ್ವರರ ಬೆಳವಣಿಗೆಗೆ ಕಾರಣ ಕರ್ತರಾಗಿದ್ದರು ಎಂದರೆ ತಪ್ಪಾಗಲಾರದು. ಇವರ ಸಹಕಾರ ತತ್ವ ಇವರೊಂದಿಗೆ ತುಂಬಾ ವಡನಾಡಿಯಾಗಿದ್ದ ನನ್ನ ತಂದೆ ಕುಣಿಗಲ್ ಜಿ. ವೈಕುಂಠರಾವ್ ಅವರಿಂದ ನಾನು ಬಾಲ್ಯದಲ್ಲಿ ತಿಳಿದುಕೊಳ್ಳುತ್ತಿದ್ದೆ ಇದೇ ನನಗೆ “ಮೈತ್ರಿ” ಪ್ರಾರಂಭಿಸಲು ಸ್ಫೂರ್ತಿಯಾಯಿತು ಎಂದರೆ ತಪ್ಪಾಗಲಾರದು. ಇವರ ಸಹಕಾರ ಮನೋಭಾವದಿಂದ ಕೋಟೇಶ್ವರ

ಮಾಗಣಿಯ ಅನೇಕ ಬಂಧುಗಳ ಆರ್ಥಿಕ ಸ್ಥಿತಿ ಉತ್ತಮವಾಯಿತು ಎಂದರೆ ತಪ್ಪಾಗಲಾರದು. ಇದನ್ನು ಮನಗಂಡೇ ನಾವು “ಮೈತ್ರಿ ಸಮೂಹ” ದಿಂದ “ಶ್ರೀ ವಾದಿರಾಜ” ಪ್ರಶಸ್ತಿ ನೀಡಿ ಗೌರವಿಸಿದ್ದೆವು. ಚಿಕ್ಕಮಕ್ಕಳಿಂದ ಹಿಡಿದು ಸಮಾಜದ ಎಲ್ಲಾ ವ್ಯಕ್ತಿಗಳನ್ನು ನಗುಮುಖದಿಂದ ಮಾತನಾಡಿಸುತ್ತಾ ಎಲ್ಲರೊಂದಿಗೆ ಬೆರೆಯುತ್ತಿದ್ದ ಅವರ ಗುಣ ಇಂದಿನ ಪೀಳಿಗೆಗೆ ಆದರ್ಶಪ್ರಾಯ. ಅನೇಕ ಸಮಾಜಮುಖಿ ಕೆಲಸಗಳನ್ನು ಮಾಡುತ್ತಾ ಯಾರೇಬಂದು ಸಹಾಯ ಕೇಳಿದರೂ ಅವರಿಗೆ ಸಹಾಯವನ್ನು ನೀಡುತ್ತಾ, ಉಡುಪಿಯ ಅಷ್ಟಮಠಗಳ ಮಠಾಧೀಶರಿಗೆ ತಮ್ಮ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಾ, ಅದರಲ್ಲೂ ಪೂಜ್ಯ ಶ್ರೀ ಪೇಜಾವರ ಶ್ರೀ ಶ್ರೀ ಶ್ರೀ ವಿಶ್ವೇಶತೀರ್ಥ ಶ್ರೀಪಾದಂಗಳವರ ಆಪ್ತಭಕ್ತರಾಗಿ ಅವರ ಅನೇಕ ಸಂಸ್ಥೆಗಳಲ್ಲಿ ಅಧ್ಯಕ್ಷರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸಿ, ಅವರ ಪ್ರೀತಿಗೆ ಪಾತ್ರರಾಗಿದ್ದರು. ಇಂತಹ ಧೀಮಂತ ವ್ಯಕ್ತಿಯನ್ನು ನಾವುಗಳು ಇಂದು ಕಳೆದುಕೊಂಡಿದ್ದೇವೆ. ಇದು ಇಡೀ ಕೋಟೇಶ್ವರ ಮಾಗಣಿಗೆ, ದಾವಣಗೆರೆಗೆ ಹಾಗೂ ಇಡೀ ಸಮಾಜಕ್ಕೆ ತುಂಬಲಾರದ ನಷ್ಟ.



ಡಿ ಶ್ರೀ ಕೆ ವಿ ಆನಂದರಾವ್
ಮಾಜಿ ಅಧ್ಯಕ್ಷರು
ಕೆಪಿಹೆಚ್‌ಆರ್‌ಎ (1977-79)

ಇವರಿಗೆ ಭಗವಂತನು ಸದ್ಗತಿಯನ್ನು ಕರುಣಿಸಲಿ ಹಾಗೂ ಅವರ ಕುಟುಂಬ ವರ್ಗಕ್ಕೆ ದುಃಖ ಭರಿಸುವಂತಶಕ್ತಿ ನೀಡಲಿ ಎಂದು ಭಗವಂತನಲ್ಲಿ ಪ್ರಾರ್ಥಿಸುವ - ಕುಣಿಗಲ್ ಜಿ. ವೈಕುಂಠರಾವ್ ಕುಟುಂಬದ ಪರವಾಗಿ ಜಿ.ವಿ. ರಮೇಶ್, ಆಹಾರ್ 2000, ದಾವಣಗೆರೆ.

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