



**2021 HOSPITALITY**  
#BounceBack



10th Edition

## Hotel stocks rise despite Covid surge

Despite the second wave of the pandemic in the country, stocks of hotel companies are at their weekly highs. While the Tata group-owned Indian Hotels Corporation Ltd, which runs the flagship brand Taj Hotels, has seen its stock surge 19%, Kamat Hotel's stock went up by 5%, Royal Orchid by 7%, Specialty Restaurants by 4%, Chalet Hotel 8% and EIH Associated Hotel 6%. Analysts explain that the visibility of vaccinating more people could be a key reason behind this rally, among other aspects.



### Kolkata restaurateurs prepared for lockdown

The government of West Bengal has announced strict restrictions for the state for an indeterminate period of time. The F&B industry is one of the sectors that will be hit first by the lockdown. The condition had been problematic with last year's long lockdown for the restaurant business. However, this year, restaurant owners and entrepreneurs in Kolkata are ready and will see through the smoke through cloud kitchen models, more automation and home delivery systems.

### Heritage hotel for Covid care



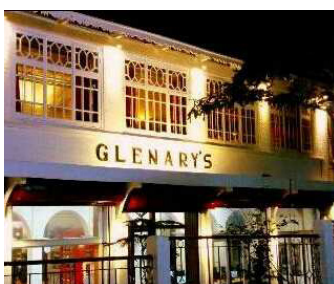
The Lalit Great Eastern, one of the oldest luxury hotels in Asia, turned into a Covid care centre last week. The 100-bed satellite centre attached to AMRI Hospitals in Kolkata catering to mildly symptomatic Covid-19 patients. Struggling to tide over the hospital bed crisis, many hospitals are converting hotels into Covid facilities in Kolkata. "AMRI Hospitals was the first to ap-

proach us right after the health secretary met the hotel representatives. Looking at the gravity of this unprecedented situation, we readily agreed to support and play our role the way we did by accommodating doctors during the lockdown last year," said Dipil Mishra, general manager at The Lalit Great Eastern.

### Maharashtra hospitality receives a major boost

The hospitality sector in the state, which is struggling badly to rise above huge losses being faced by its post-Covid lockdowns, has received a much-needed boost. The state government's energy and revenue departments have offered electricity duty and non agriculture (NA) tax to the state-registered hotels at industrial rates instead of their present commercial rates. Since electricity duty for the industrial sector is charged at 9% as against 21% for the commercial sector, the overall electricity charges for hotels will slide down giving them a major relief.

### Darjeeling's Glenary's now a COVID isolation centre



The iconic Glenary's bakery and restaurant in Darjeeling has been converted into a COVID isolation centre with oxygen support. The top floor is being used as an isolation centre, in collaboration with doctors from Planters Hospital. The Hospital is merely 100 meters away, so they are getting the doctors and nurses from there, with the admission or discharges and necessary medical requirements will be covered by the hospital.

## Dasaprakash eyes on the East

While Eastern India always remains a major miss from restaurateurs expansion plans, for South Indian chain Dasaprakash it holds immense potential. Not only has she invested in the eastern city, Jamshedpur, but also has plans for further expansion. "We believe that there is great potential for good brands in Tier II and III cities of India and many more brands will venture out into these locations in the future," said Kalyani Das, the owner of the chain.



### Lemon Tree debuts in Bhubaneswar

Lemon Tree Hotels Limited, through its management subsidiary Carnation Hotels Pvt. Ltd., announced the opening of the Lemon Tree Premier, Bhubaneswar recently. This is the first property of the brand in the temple city of Bhubaneswar in Odisha. The hotel features 76 rooms and suites. "The hotel's strategic location offers multiple options to explore the city's cultural and architectural marvels, as well as the business destinations and traditional markets," said the hospitality chain in a statement.



## Tourism Minister hints strategy shift in post-Covid era

Prahlad Singh Patel, Union Minister for Tourism & Culture has said that the Incredible India marketing strategies will see a drastic shift towards promoting the off-beat destinations and outdoors like nature and eco-tourism, wildlife, wellness retreats, mountaineering and trekking among others. The Minister said this while addressing the G20 Tourism Ministers' meeting held virtually at the aegis of the Italian Tourism Minister, Massimo Garavaglia. Patel expressed optimism that the tourism sector would fully recover from the impact of Covid-19 disruption and the sector will emerge stronger post COVID with the roll out of vaccination programs across the countries.

## Kerala Govt to ask banks to stop revenue recovery

In a move that will bring significant relief to the beleaguered hospitality industry in the state, the Kerala government has decided to ask banks in Kerala to stop all revenue recovery and property attachment proceedings for the next couple of months. This was announced during a press briefing by Pinarayi Vijayan. The government will also direct the Kerala State Electricity Board (KSEB) and Kerala Water Authority (KWA) to stop collecting penalties and dues of consumers for next two months. The direction is significant as the individuals and the businesses are grappling with the negative effects of the Covid19 pandemic.

