

Presentation on F&B Business in India

Presented by: Aum Hospitality
Consultants: Mumbai. Nagpur. Pune



Aum Hospitality Consultants Hotel & Resort Project & Management Consultants

Mumbai. Pune. Nagpur



Introduction to Aum Consultants

- ❖ Aum Hospitality Consultants, under the leadership of Mr. Subodh Gupte, is a versatile and results-oriented consultancy firm in the hospitality sector. Here are some key highlights:
- ❖ **Comprehensive Services:**
- ❖ Aum Hospitality Consultants offers a broad spectrum of services, covering various segments within the hospitality industry, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls. This indicates a wide-ranging expertise that can cater to different client needs.
- ❖ **Result-Driven Approach:**
- ❖ The company emphasizes delivering result-driven Hospitality Management Services, indicating a commitment to achieving tangible outcomes for clients. This includes a focus on optimizing hotel assets, increasing occupancy rates, and enhancing service quality and operational performance.
- ❖ **Technical Planning Expertise:**
- ❖ Aum Hospitality Consultants provides detailed consultancy in Hotel Project Technical Planning, ensuring that projects are well-planned and executed. This expertise contributes to the overall success of hotel and resort projects by optimizing returns on investment.
- ❖ **Proven Leadership:** Mr. Subodh Gupte, the Principal Consultant, is highlighted as a dynamic business leader with a proven track record. His success in replicating achievements in both domestic and international markets, across various hospitality settings, showcases his adaptability and strategic leadership skills.
- ❖ **Financial Acumen:** The mention of Mr. Gupte's ability to deliver profits and good returns on investment reflects a strong financial acumen. The execution of strategies for a robust bottom line and quality delivery suggests a focus on sustainable and profitable business operations.
- ❖ **People Management:** Mr. Gupte's emphasis on strong leadership, effective communication skills, and a knack for recruiting the right candidates demonstrates a commitment to people management. The promotion of camaraderie among candidates and providing steppingstones for promotions indicate a positive and nurturing work environment.
- ❖ **Educational Background:** Mr. Gupte's diploma in Hotel Management Catering Technology & Applied Nutrition from IHMCTAN, Dadar, Mumbai, in 1982, adds academic credibility to his extensive practical experience in the industry.





Overall, Aum Hospitality Consultants, led by Mr. Subodh Gupte, is a well-rounded consultancy firm with a focus on delivering tangible results, effective project planning, and fostering a positive work culture within the hospitality sector.

Mr. Subodh Gupte's extensive exposure and experience in the hospitality industry spanning over 42 years showcase a rich and diverse career. Some notable highlights include his contributions to various well-known establishments: Ramada Inn Palm Groves (Mumbai): A renowned hotel in Mumbai where Mr. Gupte likely gained valuable experience in hotel management and operations.

Taj Blue Diamond (Pune): Another prestigious name in the Indian hospitality sector, indicating Mr. Gupte's involvement in managing high-profile hotels.

Duke's Retreat/Upper Deck Resort (Lonavala): This suggests experience in overseeing resort operations, a crucial aspect given the popularity of Lonavala as a leisure destination.

Kamat Hotels (Baroda): Involvement in the setup of a 250-room Five-Star Hotel, showcasing expertise in large-scale hotel projects.

Daspalla Hotels (Hyderabad): Contribution to the establishment of a 125-room Five-Star Hotel, demonstrating experience in diverse markets.

Blanket Hospitality Ventures (Kerala): Setting up operations for ten hotels in Kerala indicates a wide-ranging involvement in the hospitality sector in a prominent tourist destination.

Greenarth Leisure Pvt Ltd: Instrumental in setting up a chain of theme resorts near Mumbai and a luxury resort at Katjat near Mumbai, showcasing entrepreneurial skills and a focus on theme-based hospitality.

Five Star Club in Nagpur: Currently involved in setting up a large club with international standards and a diverse range of amenities, including multiple restaurants, a bar, a pub, banquet hall, health spa, and various recreational facilities.

F&B Expertise: Mr. Gupte's core expertise in Food and Beverage (F&B) is highlighted, particularly in the planning of kitchens, cuisines, menu planning, and menu engineering. His familiarity with international and national cuisine trends, including Mediterranean, Mexican, Italian, Japanese Sushi, and French Provençale, suggests a commitment to offering diverse culinary experiences.

Ongoing Ventures: The mention of the ongoing project in Nagpur and the website www.aumconsultants.net indicates that Aum Hospitality Consultants, under Mr. Gupte's leadership, continues to be actively involved in the development and management of hospitality projects.

In summary, Mr. Subodh Gupte's career reflects a wealth of experience across various facets of the hospitality industry, from high-profile hotels to theme resorts and large-scale projects. His expertise in F&B, along with his entrepreneurial ventures, positions him as a seasoned professional in the field. The current projects, including the club in Nagpur, highlight his ongoing commitment to the industry.

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Verticals in F&B that we design

Fine Dining Restaurants

Casual Dining

Specialty Restaurants

Coffee & Tea Shops

Theme Restaurants

Café's





Verticals in F&B that we design

Food Courts

Beverage Parlours

Roadside Kiosks

Night Clubs & Pubs

Banquet Halls

Food Courts

QSR (Quick Service Restaurants)





Verticals in F&B that we design

Food Malls

Bars & Pubs

Food Trucks

Club Houses

Business Centers

Conference & Convention Centres



INTRODUCTION TO F&B BUSINESS

- ▶ The Food and Beverage (F&B) business is a crucial component of the hospitality industry, playing a pivotal role in enhancing the overall guest experience. Whether it's a hotel, resort, restaurant, catering service, or any other hospitality establishment, the F&B sector is integral to creating a memorable and satisfying stay for guests. Here's an introduction to the F&B business in the context of hospitality:

- ▶ **Scope and Importance:**

- ▶ The F&B sector encompasses a wide range of services, including restaurants, bars, room service, banquets, catering, and more.

- ▶ It is a significant revenue generator for hospitality businesses and contributes substantially to the overall profitability.

- ▶ **Customer Experience:**

- ▶ Guests often remember their hospitality experience based on the quality of food and beverage services provided.

- ▶ A well-managed F&B operation can contribute to guest satisfaction, repeat business, and positive reviews.

- ▶ **Diverse Offerings:**

- ▶ F&B businesses in hospitality offer diverse menus to cater to the varied tastes and preferences of guests.

- ▶ This includes breakfast, lunch, dinner, snacks, beverages, and specialty items, depending on the type of establishment.

- ▶ **Revenue Streams:**

- ▶ The F&B sector is a key revenue stream, alongside room bookings and other services.

- ▶ Upselling and cross-selling F&B items can significantly boost overall revenue.

- ▶ **Professional Staff:**

- ▶ Skilled and knowledgeable staff, including chefs, waitstaff, bartenders, and managers, are crucial for delivering high-quality F&B services.

- ▶ Customer service plays a vital role in the success of an F&B operation.

INTRODUCTION TO F&B BUSINESS

➤ **Menu Planning and Innovation:**

- Developing a well-thought-out menu is essential, taking into consideration local tastes, dietary restrictions, and current food trends.
- Regular menu updates and innovative offerings can keep guests engaged and attract new customers.

➤ **Quality Control and Safety:**

- Maintaining high standards of food safety and quality control is paramount in the F&B business.
- Compliance with health and safety regulations is essential to building trust with guests.

➤ **Adaptability to Trends:**

- F&B businesses need to stay abreast of industry trends, such as sustainable practices, farm-to-table sourcing, and health-conscious menus.
- Adapting to changing consumer preferences ensures continued relevance in the market.

➤ **Marketing and Promotion:**

- Effective marketing strategies, including social media presence, promotions, and collaborations, can help attract customers to F&B outlets within hospitality establishments.

➤ **Event Catering and Banquets:**

- Many hospitality businesses offer event catering and banquet services, expanding their reach beyond in-house guests to include external events.
- In conclusion, the F&B business in hospitality is a dynamic and integral aspect of the overall guest experience. Success in this sector requires a combination of excellent service, culinary expertise, innovation, and a keen understanding of customer preferences and industry trends.



F&B SERVICES ATTRIBUTES IN MEAL EXPERIENCE

- ▶ Food and Beverage (F&B) services play a crucial role in shaping the overall meal experience for guests in the hospitality industry. Several attributes contribute to creating a positive and memorable dining experience. Here are key F&B service attributes that influence the meal experience:

- ▶ **Service Quality:**

- ▶ Prompt and attentive service enhances the overall dining experience.
- ▶ Courteous and knowledgeable staff contribute to a positive impression.

- ▶ **Ambiance:**

- ▶ The ambiance of the dining area, including lighting, decor, and music, affects the mood and enjoyment of the meal.

- ▶ **Menu Variety and Innovation:**

- ▶ Offering a diverse and innovative menu caters to different tastes and keeps guests intrigued.
- ▶ Specials and seasonal offerings add variety and excitement.

- ▶ **Presentation:**

- ▶ Well-presented dishes create an appealing visual experience and contribute to the overall enjoyment of the meal.

- ▶ **Timeliness:**

- ▶ Efficient and timely service, from taking orders to delivering dishes, is crucial for guest satisfaction.

- ▶ **Personalization:**

- ▶ Providing personalized recommendations or accommodating special requests adds a personal touch to the dining experience.

- ▶ **Quality of Ingredients:**

- ▶ The use of high-quality, fresh ingredients contributes to the taste and overall satisfaction with the meal.

- ▶ **Knowledgeable Staff:**

- ▶ Staff with in-depth knowledge of the menu, including ingredients and preparation methods, can enhance the dining experience through informative interactions with guests.

- ▶ **Culinary Expertise:**

- ▶ Skilled chefs and kitchen staff contribute to the overall quality and flavor of the dishes.

- ▶ **Communication:**

- ▶ Clear communication about menu items, specials, and any potential delays ensures transparency and customer satisfaction.

- ▶ **Adaptability:**

- ▶ Being able to adapt to dietary restrictions, allergies, or specific guest preferences demonstrates flexibility and customer-centric service.



F&B SERVICES ATTRIBUTES IN MEAL EXPERIENCE

- **Hygiene and Cleanliness:**
 - Maintaining a clean and hygienic dining environment is essential for guest comfort and well-being.
- **Feedback Handling:**
 - Responsively handling guest feedback, whether positive or negative, contributes to continuous improvement and guest satisfaction.
- **Upselling and Cross-Selling:**
 - Skillful recommendations for additional items, such as appetizers, drinks, or desserts, can enhance the overall dining experience and increase revenue.
- **Value for Money:**
 - Guests appreciate feeling that they received value for the price paid, which includes portion sizes, quality, and overall satisfaction with the dining experience.
 - These attributes collectively contribute to the overall F&B services and influence the perception of the meal experience. Hospitality establishments that excel in these areas are more likely to create lasting positive impressions and build customer loyalty.

FEW HARD-CORE FACTS ABOUT F&B

- In the Food and Beverage (F&B) business within the hospitality sector, several hard-core facts shape the industry's dynamics. Understanding these facts is crucial for anyone involved in managing or starting an F&B venture in the hospitality domain. Here are some key hard-core facts specific to F&B in hospitality:

- **Integration with Overall Guest Experience:**

- F&B services are integral to the overall guest experience in hospitality. The quality of food, service, and ambiance significantly influences guests' perceptions of the establishment.

- **Revenue Contribution:**

- F&B operations contribute substantially to the revenue of hospitality businesses, complementing income from room bookings and other services.

- **Operational Complexity:**

- Managing F&B services in hospitality involves complex operations, including menu planning, kitchen management, staffing, and coordination with other hotel departments.

- **High Labor Intensity:**

- F&B services in hospitality require a considerable workforce, including chefs, servers, bartenders, and support staff, leading to high labor costs.

- **Banquet and Event Opportunities:**

- Many hospitality establishments leverage F&B services for banquets, conferences, and events, creating additional revenue streams.

- **Diverse Guest Preferences:**

- Hospitality F&B businesses must cater to diverse guest preferences, including cultural, dietary, and lifestyle choices, necessitating flexibility in menu offerings.

- **Quality Standards and Consistency:**

- Maintaining consistent quality in food and service is crucial for building trust and meeting guest expectations, particularly in branded or upscale hospitality establishments.

- **Menu Adaptability:**

- F&B menus in hospitality should be adaptable to various meal periods, dietary restrictions, and the evolving tastes of a diverse clientele.

- **Technology Integration:**

- Hospitality F&B businesses increasingly incorporate technology for reservations, menu displays, online ordering, and payment systems to enhance efficiency and guest convenience.

FEW HARD-CORE FACTS ABOUT F&B

■ **Guest Feedback Management:**

- Effectively managing guest feedback, whether positive or negative, is crucial for continuous improvement and maintaining guest satisfaction in the highly competitive hospitality industry.

■ **Seasonal and Regional Influences:**

- F&B businesses in hospitality may experience seasonal variations in demand and should adapt offerings to regional tastes and preferences.

■ **Cost Control Challenges:**

- Balancing the costs of quality ingredients, labor, and other operational expenses while maintaining competitive pricing is a constant challenge.

■ **Health and Safety Compliance:**

- Strict adherence to health and safety regulations is imperative in hospitality F&B to ensure guest well-being and comply with industry standards.

■ **Cohesive Collaboration:**

- Effective collaboration between F&B and other hotel departments, such as housekeeping and front office, is essential for seamless guest experiences.

■ **Sustainability Considerations:**

- Increasingly, guests in hospitality F&B expect sustainable practices, from sourcing ingredients responsibly to minimizing food waste.
- Recognizing and navigating these hard-core facts is essential for successful F&B management within the hospitality industry. It requires a strategic approach, adaptability to changing trends, and a commitment to delivering exceptional guest experiences.



FOOD TRENDS SPECIFIC TO INDIA

- Keep in mind that trends can evolve rapidly, and new developments may have occurred since then. Here are some recent food trends in India:
- **Plant-Based and Vegan Cuisine:**
 - Growing interest in plant-based diets has led to an increase in the availability of vegan and vegetarian options in restaurants and an emphasis on plant-based protein sources.
- **Regional and Local Flavors:**
 - There is a renewed focus on exploring and celebrating regional and local Indian cuisines, with chefs and restaurants showcasing traditional dishes from specific states and communities.
- **Healthy Eating:**
 - Consumers are increasingly mindful of their health, leading to a demand for healthier food options, including dishes with organic ingredients, superfoods, and those catering to specific dietary requirements.
- **Fusion and Cross-Cultural Cuisine:**
 - Chefs are experimenting with fusion cuisine, combining diverse culinary influences to create unique and innovative dishes that blend different regional and international flavors.
- **Artisanal and Handcrafted Foods:**
 - The popularity of artisanal and handcrafted foods, including bread, cheese, chocolates, and beverages, has been on the rise, reflecting a preference for high-quality, locally produced items.
- **Street Food Reinvention:**
 - Traditional Indian street food is undergoing a transformation, with vendors and restaurants elevating street food to gourmet levels, offering a modern twist to classic favorites.
- **Functional Foods and Immunity Boosters:**
 - There is a growing interest in foods that offer health benefits beyond basic nutrition, with a focus on ingredients known for their immunity-boosting properties.

FOOD TRENDS SPECIFIC TO INDIA

➤ **Online Food Platforms and Cloud Kitchens:**

- The rise of online food delivery platforms has led to the emergence of cloud kitchens and virtual restaurants, catering to the demand for diverse and convenient food options.

➤ **Sustainable and Ethical Practices:**

- Consumers are showing increased interest in sustainable and ethical food practices, leading to a rise in eco-friendly packaging, locally sourced ingredients, and reduced food waste initiatives.

➤ **Global Influences:**

- Exposure to global culinary trends through travel and digital media has influenced Indian food preferences, leading to an openness to trying international cuisines and flavors.

➤ **Beverage Innovations:**

- Innovative and refreshing beverage options, including craft cocktails, mocktails, specialty teas, and regional beverages, are gaining popularity.

➤ **Dessert Diversification:**

- Apart from traditional Indian sweets, there is a growing trend of exploring and incorporating international desserts and innovative sweet treats in the Indian culinary scene.

➤ **DIY Meal Kits:**

- The trend of Do-It-Yourself (DIY) meal kits has gained traction, allowing consumers to recreate restaurant-style dishes at home with pre-portioned ingredients and recipe instructions.
- It's important to note that the food industry is dynamic, and trends can evolve quickly based on consumer preferences, market influences, and global developments. To get the most up-to-date information on recent food trends in India, consider checking local food publications, culinary events, and social media platforms where food enthusiasts and chefs often share their latest discoveries and creations.

FOOD TRENDS SPECIFIC TO INDIA

Conscious Eating:

- Urban havens are evolving into epicenters of mindful dining.
- The discerning choose sustenance with a conscious flair, emphasizing sustainability and well-being.
- This trend resonates with a collective commitment to a healthier planet and personal health¹.

Mexican Wave:

- A bold testament to adventurous taste buds.
- Transcends cultural boundaries, creating tantalizing global-inspired Mexican cuisine.
- A dance of spices and techniques that captivates those who seek the unexplored and unexpected¹.

Cocktail Renaissance:

- Cocktails become immersive experiences beyond mere libations.
- Unique, challenging-to-recreate-at-home drinks are in demand.
- Sustainability and creativity play a significant role in crafting memorable cocktail experiences¹.

Experiential Dining:

- Restaurants transform into sensory theaters.
- Ambience, service, and presentation orchestrate a holistic dining event.
- Diners yearn for memories etched in their senses¹.

Hotel-Specific Trends:

- Poco Loco: Enchants with innovative Mexican fare and tantalizing cocktails.
- Hotel Marine Plaza: Weaves regional flavors into a diverse culinary tapestry, celebrating India's gastronomic heritage.
- Napoli by Shatranj: Showcases sustainable cocktails complementing authentic cuisine.
- Seeds of Life: Pioneers gluten-free and vegan options, setting the stage for a sustainable gastronomic future¹.
- In this culinary saga, 2024 is not just a year; it's an epicurean adventure!



EATING OUT CULTURE IN INDIA

➤ **Certainly! Let's delve into the ****eating out culture in India****:**

➤ ****Changing Eating Out Trends****:

- Over the last decade, there has been an enormous growth in the eating out trend in India.
- Nearly ****61%**** of all aspiring adolescents (within the age group of 14-17 and not financially independent) eat out once a week on average.
- For ****90%****, eating out is a more than once a week activity.
- The frequency of eating out is similar in metros, mini metros, and Tier II cities¹.

➤ ****Growing Restaurant Industry****:

- In 2013, the Indian foodservice industry was worth ****INR 2,47,800 crores****.
- By 2017, it had grown to ****INR 3,37,500 crores****.
- The increasing market potential can be attributed to changes in consumer behavior¹.

➤ ****Increased Frequency of Eating Out****:

- According to FICCI, Indians used to eat out around ****2-4 times**** a month in 2010.
- However, the frequency has increased to an average of ****6.6 times**** a month.
- Along with that, the average spend of a customer increased from ****Rs 1000**** to around ****Rs 2500**** per month¹.

➤ ****Preferred Cuisines****:

- Over ****80%**** of respondents prefer ****affordable casual dining options**** and ****fast-service restaurants****.
- Popular cuisines include:
 - ****North Indian****: Dishes like Butter Chicken, Dal Makhni, and Naan lead the way.
 - ****Chinese**** at ****18%****.
 - ****Continental**** at ****16%****².

EATING OUT CULTURE IN INDIA

- ****Luxury Dining and WFH Impact**:**
- Owing to higher disposable income due to ****work-from-home (WFH)**** lifestyles, luxury dining across India has increased by ****120%****.
- Fine dining has increased by ****105%****.
- The average number of diners per booking has also risen³.
- ****Changing Food Consumption Habits**:**
- A comparison between 1961 and 2011 shows shifts in daily food consumption:
- ****34%** produce (450g)**
- ****32%** grains (416g)**
- ****18%** eggs and dairy (235g)**
- ****10%** sugar and fat (129g)**
- ****2%** meat (29g)**
- ****4%** other (58g)**
- In this culinary journey, India's food evolution is a delightful fusion of tradition and modernity!



EBITDA & PROVEN GROWTH IN NUMBERS

- **EBITDA** - earnings before interest, taxes, depreciation and amortization is an indicator of a company's financial performance which is calculated in the following manner:
- **EBITDA** = revenue - expenses (excluding tax, interest, depreciation and amortization).
- **EBITDA is essentially net income with interest, taxes, depreciation, and amortization added back to it, and can be used to analyse and compare profitability between companies and industries because it eliminates the effects of financing and accounting decisions.**
- The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The third-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 187.9 billion or 12.5 per cent to the gross domestic product (GDP) in 2014-15, while growing the fastest at 11.7 per cent compound annual growth rate (CAGR) over the period 2011-12 to 2014-15.



EBITDA & PROVEN GROWTH IN NUMBERS

- ▶ Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.
- ▶ The industry is expected to generate 13.45 million jobs! Across sub-segments such as restaurants (10.49 million jobs), hotels (2.3 million jobs) and travel agents/tour operators (0.66 million). The ministry of tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students as well as certifying and upgrading skills of existing service providers.
- ▶ India has moved up 13 positions to 52nd rank from 65th in tourism & travel competitive index.



*Thank
you*



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