

# Aerocity LIVE

GMR AEROCITY MAGAZINE

TRAVEL, WORK & DINE



**BW**

JUNE 2022  
ISSUE 02  
INR 300

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## EXPERIENCE ENGAGE

Embracing change and pushing innovation is the new mantra at Aerocity.



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### Empathy, Engagement & Experience

Leading Aerocity Hotels Leverage Local Experiences to bolster Customer Engagement in Indian Hospitality Industry

### Enhancing Customer Experience

Vikas Oswal, GM, Aloft, New Delhi, Aerocity



### In Conversation

Vinod Bisht, CEO, Delhi Capitals on future plans and community partner, GMR Aerocity







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GMR Aerocity is the community partner of Delhi Capital (DC) for IPL 2022



## Leading with Empathy



**ANNURAG BATRA**

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"No one cares how much you know, until they know how much you care."

- Theodore Roosevelt

**E**mpathy has fast become a differentiator between success and failure. It is the only way you show your stakeholders that you care. It doesn't matter if you are offering a product or a service - the fact is that empathy is a must. It gives you the foresight to innovate.

The business value for empathy is immense. It guarantees loyalty and also gives you a competitive edge through higher engagement. Upwards of 60 per cent of people feel connected to an organization they believe cares. In an organization, empathy can be learned, and the empathy quotient of a company can be measured for sustained progress. The need of the hour is for it to be adopted from the top-down in organizations. Reports suggest that upwards of 70 per cent of customers stay with the company or become repeat customers based on good customer experience (CX). And, for good CX, empathy is a must. This issue highlights how the spaces and experiences offered at Aerocity draw on this very phenomenon. The last couple of years were very hard for the hospitality industry. Recovery is taking place slowly, and revenue is expected to grow at an annual growth rate of 8.78 per cent, resulting in a projected market volume of US\$7.58bn by 2026. To stand out from the crowd there has been a push on building experiential value to help provide the best customer experience.

As you go through the magazine, you will find we focus on several aspects of experiential value in the spaces in Aerocity. In addition to this, we bring you the voices of leaders from hospitality and wellbeing. Our feature on Food Tech underscores the shift in the mindset towards health and wellness. We also have our regular features you look forward to reading.

We hope you enjoy reading this issue as much as we did creating it. Write to us and let us know if there is something specific you would like us to focus on.

Happy Reading!



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## LIVE THE EXPERIENCE



**G**MR Aerocity has emerged as a premium experiential destination for the people of Delhi and NCR and visitors alike. It offers a host of opportunities for those visiting there to capture momentous memories with its hospitality, fine dining, entertainment, cultural, sports, art and craft activities, etc.

With cricket's biggest extravaganza, Indian Premier League (IPL) underway and Delhi being the city of operation for Delhi Capitals, GMR Aerocity is proudly associated with one of the most loved IPL teams.

Today, GMR Aerocity is the proud community partner of Delhi Capitals. Locals, visitors, and thousands of cricket fans can experience fifty days of action-packed festivities as they descend at GMR Aerocity during the cricketing extravaganza.

You won't need a match ticket to be part of the celebrations, GMR Aerocity has created the Delhi Capitals engagement zone at The Square @ Aerocity to engage with the Aerocity community and the fan base of the Delhi Capitals.

Celebration of this partnership can be witnessed at GMR Aerocity with the cricket arena, DC wall murals, and regularly organized activities and games. The activities culminate to define GMR Aerocity as the hub of Delhi Capitals fans.

Delhi Capitals is the voice and Aerocity is both destination and a vibe for NEW DELHI. Meeting of these two brands can create many experiences, memories, engagements, and stories together. Even the slogan of GMR Aerocity 'Yeh Hain Nayi Nayi Dilli' resonates with the slogan of Delhi Capitals 'Yeh Hain Nayi Dilli'.

Apart from this, GMR Aerocity offers host activities for the connoisseur of culture, art, and craft around the year. GMR Aerocity is a go-to destination to create, celebrate and cherish every moment. Many engaging and entertaining on-ground activities and events like the performance by Canadian theatre troupe, Cirque Du Soleil, Food For Thought food festival and Indian Craft Week, etc. enthrall city dwellers, travelers, and visitors alike.

'Bazaar' by Cirque Du Soleil, organized in 2019 during the pre-COVID times, was a fun and colourful performance that was whimsical and unlike any cultural and theatrical performance performed anywhere earlier in the city. Their performance, acrobatic and creative genius left guests in awe.

Known for its gastronomical delights, GMR Aerocity also organized the "Food For Thought Festival" during the winters of 2019 which provided a complete gastronomical experience of South Asia cuisine with talks, cookery demos, a food court, and entertainment. Celebrity chefs and famous personalities graced the occasion with their presence.

GMR Aerocity is a popular destination among the Delhiites, where they can spend their fun-filled weekends with their loved ones over lavish Sunday brunch or dinner. It is also a must-go destination in the itinerary of business travelers coming to Delhi, where they can enjoy evening snack binging or late-night cocktail parties after their hard day of work.

In short, GMR Aerocity is a place that will boost your energy and provide you with the much-needed change of environment.

*Aman Kapoor*

CEO Airports Land Development GMR Group

**GMR Aerocity is a popular destination among the Delhiites, where they can spend their fun-filled weekends with their loved ones. It is also a must-go destination in the itinerary of business travelers coming to Delhi.**



## OUR WORLD IS YOUR PLAYGROUND



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## Vikas Oswal has been appointed General Manager of Aloft New Delhi Aerocity

With three decades of experience in the hospitality industry all across India and South East Asia, Vikas Oswal has attained expertise in the skills of managing and strategising successful operations. Oswal is a decisive leader and has specialisation in leading hotel operations, revenue optimisation, guest satisfaction, expense discipline, food & beverage and employee engagement. He stated that, "I am extremely excited to be a part of the Sassy team and oversee the operations of 'Different by Design' Aloft New Delhi Aerocity which offers a vibrant and stylish atmosphere with innovative design. It is the ideal business hub with inspirational architecture and tech-forward amenities to enhance the guest experience." Prior to joining the Aloft New Delhi Aerocity, he was the General Manager at Holiday Inn Aerocity, New Delhi. In the past he has worked for leading global brands like IHG, Hyatt, Taj, SPHC and Starwood as well.



## Rare diamond found in South Africa's Cullinan mine in 2021 sold for \$57.5 million

The world's largest blue diamond named "The De Beers Cullinan Blue," is a massive 15.10-carat step-cut gem sold at Sotheby's in Hong Kong. According to a statement from Sotheby's, the Gemological Institute of America (GIA) categorized the jewel as "fancy vivid blue" which is the top colour grading awarded to no more than 1 per cent of blue diamonds submitted to the organization.



Sotheby's stated that this diamond was exceptionally rare and only five gems over 10 carats have ever appeared at auction. None have ever been over 15 carats, making it a very special auction. Patti Wong, chairman of Sotheby's Asia stated that, "It is truly a once-in-a-generation stone, and quite simply the greatest blue diamond of its size I have ever seen."

\*From media reports

## Bharti Enterprises allows Brookfield to buy 51 per cent stake in four properties



Worldmark Aerocity, which is a property of 1.43 million sq. ft. in Delhi-NCR, along with three other properties are being bought at a stake of 51 per cent by Brookfield. The other three include Airtel Center in North Gurugram, Worldmark 65 in South Gurugram and Pavillion Mall in Ludhiana. The joint venture agreement for

the four commercial properties which total to 3.3 million sq. ft. will allow Brookfield Properties to manage them. The company issued a statement saying, "As part of this joint venture, a Brookfield private real estate fund will purchase 51 per cent stake from Bharti Enterprises. The enterprise value for the transaction is Rs 5,000 crores.

\*From media reports



# BEEAH group's headquarters located in the UAE has been built by Zaha Hadid Architects



Zaha Hadid Architects' new net-zero project in Sharjah, United Arab Emirates, fuses technology and sustainability with inimitable design. It is a zero-net emissions building built using recycled materials. This building stands out in ways which are mind blowing. Being very environmentally conscious they also have a very iconic futuristic look. Zaha Hadid Architects was given the task 9 years ago to create a huge space that reflected the group's ideals. "Our design mirrors BEEAH Group's focus on sustainability and technology, which has informed every aspect of the building, from the user experience to its efficient performance and conservation of resources, landscaping, and lighting design," said, Sara Sheikh Akbari, Zaha Hadid Architects' Project Director of the BEEAH headquarters.

\*From media reports

# Covid-19 actually caused India's luxury homes industry to revive



According to recent reports by all leading real estate consultants, India's luxury homes domain has seen a massive revival since the Covid-19 pandemic.

There are several reasons as to how this happened as the pandemic had certainly caused an economic recession. Covid-19 brought about a lot of uncertainty in people's lives. A large number of rich Indians bought more luxury homes in the last 2.5 years

than in any other period before the pandemic, as they were seeking certainty and a comfort zone. Due to a continuous slowdown in the Indian luxury homes market before the pandemic, prices were low when the pandemic struck. The pandemic had brought about a new way of living and working with the concept of work from home. When we think of Indian luxury homes, this does not only include massive properties in expensive areas. In our highly populated nation where luxury is a function of space, properties which offer extra space are technically also luxury homes.

\*From media reports

# Enhancing Customer Experience

*How to offer more should be the driving factor*

*- Vikas Oswal, GM, Aloft, New Delhi Aerocity*



An immersive experience holds great value for the patrons as personalisation in services adds up to the whole stay experience. An upper hand in keeping guests' preferences first gives them a filtered experience.

We provide our guests with customised services when it comes to dining. To level up the dining experience at our restaurants and bar, we curate theme dinners with live-action, where guests can relish a range of regional and international delicacies every day. Food and beverage promotions provide the opportunity to increase hotel revenue and create engaging market content.

Since the Pandemic, we have been offering do-it-yourself (DIY) kits and take-away food, or home delivery at the comfort of the guest's home. Guests can order food

from their favourite restaurants through Marriott Bonvoy on wheels, where we take the highest standards of hygiene and cleanliness while preparing and delivering food orders and deliver the dining experience as per the guest's preferences.

Our culinary experts customize the food as per guest preferences. We at Aloft New Delhi Aerocity always add a personal touch for repeated and long-staying guests, considering that they do not have to constantly remind us of their needs with every visit.

We believe that from commoditisation, moving to personalisation in the hospitality industry, is the new mantra. Luxury now is all about creating unique experiences. We tailor make offerings to the personalised demands of every guest. Creating a home away from home experience is what we strive for. Loyalty through service excellence is our ultimate goal. Empathy and focusing on all aspects from the needs of a teenager to an elderly person is also part of our service excellence creation, for guests of all age groups. From business travelers to leisure travelers, we make sure that our hotel is one that caters to a resort kind of environment as well as that of a business hotel.

We also log guest data to ensure proper allotment of rooms and amenities on special occasions like birthdays and anniversaries. Furthermore, we organize cocktail evenings for Marriott Bonvoy Elite members twice a week. We must give all the guests personal attention, especially from the management and staff members. Our team is well versed with the local attractions, which gives our guests an upper hand in having the details to experience and visit various attractions. With personalization, you not only inspire improved customer service, but also increase loyalty with guest satisfaction. ■



**It is imperative to implement personalization in every aspect of customer service to allow you to be more pioneering and curate a best-in-class experience for the patrons.**





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# Experience | Engage







# Raveena Tandon's Big Shift

**Bollywood star Raveena Tandon spoke to Aerocity Live about her recent OTT debut and more**

**BY RUHAIL AMIN**



She's known as the Czarina of the 90s. Her films are remembered for populist appeal and her songs are no less than anthems.

Her recent debut—Aranyak has won her accolades and critics are in agreement that super star Raveena Tandon has managed the switch from traditional films to OTT in a way that few established stars have done.

In an interview with

Aerocity Live, Tandon spoke about her big shift to OTT and more.

## **Excerpts:**

**Tell us about your journey from traditional to OTT, was it challenging?**

I won't call it challenging. OTT is a great platform and the kind of content that they come out with is always top-notch. I always look out for challenging roles and when Aranyak was offered to me, I felt it was high on content and the best part was the character Kasturi Dogra which I was portraying. It made it easier for me to select this role which shows women in an empowered way.

Also, it's a story which is led by some very strong female characters. And, you know, the kind of films that I have a record for choosing. The kind of films that are content-driven, for sure, but also have a certain voice or a message,

**OTT has also changed all previous casting practices and now even films want and need new, unique, different talents.**

as far as women empowerment is concerned. Aranyak is led by some strong women

**How has traditional cinema evolved with the coming of OTT?**

There's a huge debate whether OTT platforms will take over from theatres to be the future of the film industry. The fundamental difference between traditional cinema and OTT is the fact that OTT allows you more space to experiment. This leads to more engaging portrayals.

However, if you see the way traditional cinema has evolved, it has been able to retain its relevance in the wake of OTT. From a content standpoint, even the mainstream cinema has transformed in a positive way. For theatres to keep business humming, they will need to create an irresistible proposition for the big-picture experience in a bid to adapt to the shifting landscape.

**Have acting styles and face value become redundant in the wake of great content?**

If you rope in top actors and have great content, the final product is going to be impactful. I would say both are important.

OTT has also changed all previous casting practices and now even films want and need new, unique, different talents for the sake of freshness and spontaneity. This revolution in content creation and its consumption has led to a huge demand for careers in film acting as also in show-running. ■



# Aheli Spa - Roseate Hotels & Resorts

***Aheli Spa is a signature brand of Roseate Hotels & Resorts, a collection of uber-luxury hotels across India and the United Kingdom***

The Sanskrit derivation of 'Aheli' is pure, while in Hebrew, it symbolises a feeling of purity, grace, and elegance. Wellness at Aheli encompasses every element - design, service, experts, and a bespoke menu of treatments. Treatments offered across the Aheli Spas are a blend of Ayurveda, Yoga, Indonesian, Thai & European wellness philosophies.

The Aheli Spas are located at The Roseate New Delhi | Roseate House New Delhi | The Roseate Ganges, Rishikesh | The Roseate Reading, United Kingdom.

## **Roseate House New Delhi:**

The Aheli Spa at Roseate House New Delhi, a contemporary upscale hotel stationed in the capital's only hospitality district, Aerocity, includes three single suites, and one couple suite (equipped with a jacuzzi). They open to a private balcony, a gym, and a rooftop pool in addition to a steam and sauna room with a city view.

## **The Roseate New Delhi**

The flagship Aheli Spa at The Roseate New Delhi, a one of its kind urban resort with 8 acres of verdant green and unperturbed water bodies, is an epitome of luxury and hospitality that offers an invaluable escape from tedious city life. The Spa includes three single suites, one couple suite, a traditional hamam, an open verandah, open therapy rooms, open Thai massage areas, a glass box gym, and a yoga pavilion in addition to a steam room & sauna.

## **The Roseate Ganges**

The Aheli Spa at The Roseate Ganges, an unparalleled, luxury retreat on the banks of the river Ganges in Rishikesh redefines luxury. A bespoke menu of services ensure an unforgettable experience in the serene, sylvan setting of



the Garhwal Himalaya foothills. The Aheli spa integrates ancient wisdom of Ayurveda with contemporary international practices and the use of pure, natural products acquired from the cusp of nature itself.

## **The Roseate Reading**

Described as 'UK's Sexiest Townhouse Hotel' by the Evening Standard, The Roseate Reading is recognised for its artful conception, heritage, and luxury. The hotel prides itself on its attention to detail. The Aheli spa at The Roseate Reading has well-appointed spaces that include three treatment rooms, a steam room, a sauna, and a gym. ■

# “We have to break the glass ceiling to get a cup for the franchise for the first time”

## Vinod Bisht, CEO, Delhi Capital

*GMR Aerocity is the community partner of Delhi Capital (DC) for IPL 2022. In an interaction with Urvi Shrivastav, Editorial Lead, BW ESG & Sustainability, Col. Vinod Bisht speaks about Delhi Capital, The IPL season, as well as future plans for the team*

### How did the transition happen from the army to GMR and sports?

Army is all about fitness as well. All the time I was there, I was a keen sportsperson and adventure enthusiast. After I passed out of business school with my executive MBA, IPL was just about to begin. It was a natural fit for me to make a transition into the corporate world that too in sports. GMR fit the bill as they came to campus for placement.

### Why has GMR ventured into sports?

GMR group is basically an infrastructure development company. We operate primarily in the B2B segment. In 2007-08 GMR was making the transition into a new vertical with the airport business. It eventually went into the sports business in Delhi, Hyderabad, which is a first time in B2C segment. The idea was to connect with the community via a sports platform. Everybody in the national capital region came on board, so it became a natural fit for GMR group. From then onwards we realised the benefit of owning a sports franchise. The group also made the decision to add on a lot of B2C businesses, sports being one of them.

### Delhi Capital has a new captain at the helm, what are the expectations?

Delhi Capital for quite sometime made it a point to introduce youngsters into the team. All the big guns now, be it Rishabh Pant, Shreyas Iyer, etc were inducted into our franchise. Earlier also we had a young captain, and an equally young team. We had a lot of performers in the last cycle of IPL. Unfortunately, the way the auction is, with two more teams coming in with a lot more money on the purse, all went for big money and we could not retain them. We have picked up young guns with a lot of potential, not just from the country but internationally also. When you pick up a new talent you have to give them time to perform as well. Our performance will only go up once they have learnt the ropes and started doing well.



### Who do you think are the promising new talents in the Delhi Capital team?

To home the talent, we have a very mature coaching staff with us, with Ricky Ponting leading from the front. He has the experience of winning the world cup thrice for Australia, and he is planning to do the same for our franchise. Some



of the young guns who we see as having a lot of potential include Rovman Powell, West Indians who are great finishers. We have Warner and Prithvi right at the start, who are already performs from that point of view. We have very high hopes from Lalit, who is shaping into a very good all rounder. With an even better performance this season, he will certainly be noticed by all. We have Yash Dhul in our ranks who is yet to be blooded, but he is the one who got us Under 19 world cup.

### **How is Delhi Capital helping the audience connect with its brand on ground?**

You need spectators to cheer on, help players perform better. Unfortunately in the last three seasons crowds have not been able to make it to the stadium. We have just started and will see many games held with the spectators. Given the challenge of getting spectators on ground, we took the digital route, in which we continued to engage with the fans. This season things have started opening up, be it in venues like Aerocity, where footfall is high, it is the new destination for people to go to. We activate our brand by partnering with such destinations.

### **What kind of numbers has Delhi Capital booked by going digital?**

The transition to digital was happening anyway, as a large number of consumers are in the digital world. This transition was happening, and Covid provided the catalyst. In one go we realised that spectators are not there physically present in the stadium. Our entire strategy became digital activation, for example our discussion forum before the game and post the game. With technology you can always remain engaged with an individual, be it on the phone, in his room, using second screen, and the like. Now with new technology like Non Fungible Token (NFT) you can develop additional touch points. We also make a conscious decision to get new brands in, even if they do not have deep pockets like established brands. That is the direction we take because that is what our followers want.

**GMR Aerocity is our fab zone partner for this season of Delhi Capital, as well as other leagues. This venue is favourably located and has great connectivity for NCR and Gurugram.**



### **What is the plan henceforth, is it Delhi Capital going towards a hybrid model, or is it focused on brick and mortar space?**

Sports has been all about performing in front of the crowd all this while. Technology is getting more and more prominent, and people are willing to consume sports in a form other than the match. It could be snippets on social media, or data and statistics presented via analytics platform. At the moment it is in transition. Brick and mortar companies are pivotal, they have been sponsor of the sports. Going forward, for the next decade or so, brick and mortar companies will be the forte. We as a sports company need to realise as to where our followers are, be it online or offline and accordingly meet their demands on those very platforms.

### **In addition to fulfilling the role as Delhi Capital's CEO, how has your association been with GMR Aerocity?**

I head the GMR vertical in sports, we also have UP yodha which is part of pro kabaddi league, and we are looking to add other franchisee. This could be in other part of the world and other sports as well. I have seen Aerocity come to life right in front of my eyes. Working with GMR, I would like to see it become the focal centre in this part of NCR. GMR Aerocity is our fab zone partner for this season of Delhi Capital, as well as other leagues. This venue is favourably located and has great connectivity for NCR and Gurugram. ■

# Empathy, Engagement & Experience

***Leading Aerocity Hotels Leverage Local Experiences to bolster Customer Engagement in Indian Hospitality Industry***

***By Anisha Aditya***



After two years of downfall due to Covid related restrictions, the hotel industry is all set to reboot, recovering at 70-80 per cent of pre-Covid levels. This recovery is being pushed by leisure bookings and also MICE (Meetings, Incentives, Conferences and Exhibitions) events. Hotel occupancy in India has now overtaking pre-Covid levels. Revenue of this industry is expected to show an annual growth rate (CAGR 2022-2026) of 8.78 per cent, resulting in a projected market volume of US\$7.58bn by 2026, with the number

of users expected to amount to 59.2 Mn users. One of the parameters of this recovery strategy of the hospitality industry has been strongly governed by enhancing customer experience of staying at the hotels. A marketing engagement strategy should heavily consider what existing and potential customers need throughout their purchase journey. It needs to identify the key steps in the target audience's purchase journey, add a touchpoint to reach customers consistently and each touchpoint should include helpful, personalized information to provide positive customer experience.

In the hotel industry, personalisation can make a big difference in developing profound relationships with customers. The orchestration of intelligent customer service processes is built through both assisted and self-service moments within customer journeys. Guests can

**Embracing change and constantly responding to global events is the only way to ensure that numbers keep sky-rocketing.**





Worldmark

feel more appreciated and noticed and will therefore think about returning. Hotels are increasingly recognising the value of establishing close customer relationships with the help of customer insights. An immersive experience holds great value for the patrons as personalization in services adds up to the whole stay experience. An upper hand in keeping guests' preferences first gives them a filtered experience.

The hospitality industry is noticing rapid growth in demand, ever since the restrictions were lifted post the third coronavirus wave. Business recovery has been massive, hotels are experiencing high occupancy and steep incremental ARR growth, with every passing day. Post experiencing three waves in a row, the business trend in hotels looks directly



Worldmark



proportional to the effectiveness of the virus outbreak and also the levels of state-wise restrictions. The Extreme decline in business as soon as the restrictions are implemented across the country is evident. However, the rate of business recovery experience is even faster and quicker than anticipated.

The Hospitality industry is competitive and keeping up with the industry as a whole, is a great way to ensure the business delivers precisely the kind of customer experience that people want and expect. The priorities and preferences of customers have changed drastically post the global pandemic. Customers are now looking for more reliable and safer environments, with the benchmark expectation of impeccable and meticulous service that is still available at a great price! Customer knowledge is increasingly seen as the most crucial resource for the hotel industry.

### Integrating Experiential Marketing

In the age of social media and viral sharing, hotels have taken experiential marketing to whole new levels of sophistication and creativity. Hospitality brands are beginning to create innovative guest experiences that create buzz, attract media attention and enhance brand awareness by capturing the imagination of guests like never before. In the age of social media and viral sharing, hotels have taken experiential marketing to whole new levels of sophistication and creativity.



Hospitality brands are beginning to create innovative guest experiences that create buzz, attract media attention and enhance brand awareness by capturing the imagination of guests like never before. For hotel brands, this means they now have a unique opportunity to connect and make an impactful impression on consumers by capitalizing on this “experience economy.” So, while yes, it’s great to show off a resort’s gorgeous property and unique amenities on a website, in email campaigns, and on social media, it’s just as important to market the destination as well.





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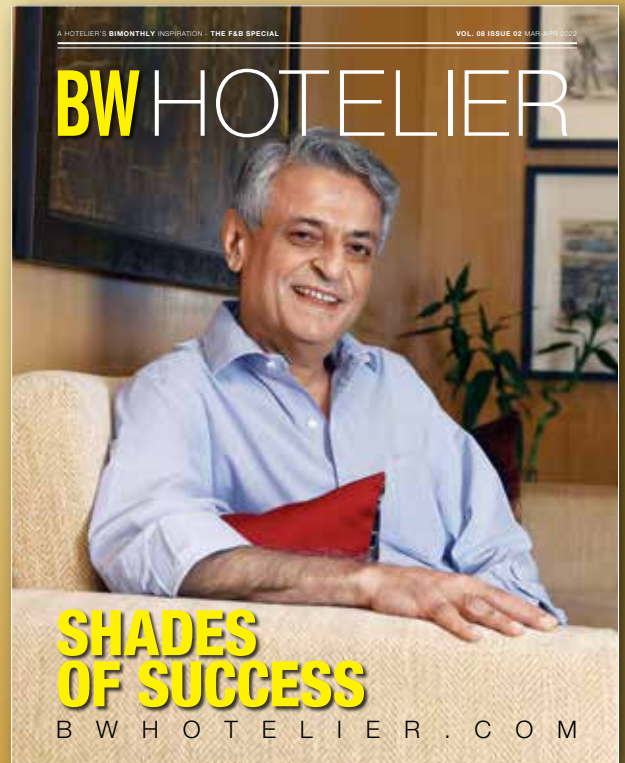
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Novotel

Luxury hotels of Aerocity New Delhi have not just been showcasing their gorgeous property, but also capitalising on their respective resort destination experiences. Hotels have been offering in-room virtual reality sets that helped to transport guests around the world. They've conducted fashion shows or provided local culinary experience, or showcase caricatures in an art show by a local artist. Even a free mini vaca that includes a spa day at a nearby shop could be part of the experience. Spokespersons from Aloft New Delhi, Pullman Hotel and JW Marriott spoke exclusively with BW Businessworld on the various customer engagement strategies adapted by them to implement experiential marketing.

#### Customising Culinary Experiences

The culinary experts New Delhi-based hotel Aloft customize the food as per guest preferences. The team of staff mentioned, "Since the Pandemic, we have been offering do-it-yourself (DIY) kits and take-away food, or home delivery at the comfort of the guest's home. Guests can order food from their favourite restaurants through Marriott Bonvoy on wheels, where we take the highest standards of hygiene and cleanliness while preparing and delivering food orders and

deliver the dining experience as per the guest's preference". Guests who book through Marriott Bonvoy App or Hotel website can do mobile check-in, where they get a room-ready notification for mobile check-in and our team keeps the room key ready as per the check-in specifications. Moreover, a system-generated feedback form is sent to the guest's post-departure to receive their feedback.

The guest data at Aloft Hotel is safely saved to ensure proper allotment of rooms and amenities on special occasions like birthdays and anniversaries. Furthermore,

**Hotels have been offering in-room virtual reality sets that helped to transport guests around the world. They've conducted fashion shows or provided local culinary experience, or showcase caricatures in an art show by a local artist.**



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they organise cocktail evenings for Marriott Bonvoy Elite members twice a week. Their team is well versed with the local attractions, which gives their guests an upper hand in having the details to experience and visit various attractions. With personalization, not only do they improve customer service, but also increase loyalty with guest satisfaction.

#### **Commencing Marriott Bonvoy on Wheels**

Marriott International seized the opportunity bestowed by the pandemic to reshape the future of food delivery within and

beyond the customer service function in order to improve resilience and achieve optimal personalisation. It was the first chain hotel group to start the food home delivery under the program “Marriott Bonvoy on wheels”, which did not only allow them to stay connected with their customers but also gave us a new area of revenue generation. The program was the trendsetter in the industry and was followed by many other big hotel chains of the world. The program is now an integral part of the brand and shall continue to be the important pillar of the brand as it is a great revenue addition for the hotel.

Customer engagement strategies have been in the forefront to mitigate the unprecedented impact of Covid-19. When asked about how the hotel have been adapting to this global change, Nitesh Gandhi, General Manager of JW Marriott New Delhi and Rajasthan hotel, believes, “Embracing change and constantly responding to global events is the only way to ensure that numbers keep sky-rocketing and our business revives better than before, towards a brighter tomorrow”.

There has also been a sudden rise in demand in F&B and other ancillary departments like SPA, fitness centres as soon as the restrictions were lifted in the state. Restaurants have started running at their maximum capacity with the

**Hospitality brands are beginning to create innovative guest experiences that create buzz, attract media attention and enhance brand awareness by capturing the imagination of guests like never before.**



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Sunday brunch being the hit show. The pandemic has made people realize the significance of staying fit and healthy which seems to be very evident with the outstanding performance of JW Marriott's SPA - The Quan and the fitness center.

### **Capturing Unique Wedding Experiences**

A leading hotel located in Aerocity, Pullman develops events which captures and brings together all wedding elements under the same roof in partnership with leading wedding planners in the Industry Sumarook Events, R2S events and weddings, Midas events and Wedding Design Studio along with Artisan partners - Celeste Tea and Arq Mithai. During the day, the show allows guests to step in and get a first-

**“Hotel brands now have a unique opportunity to connect and make an impactful impression on consumers by capitalizing on this “experience economy.”**

hand experience of the mega event which will showcase beautifully decorated thematic wedding setups like Mandap, Reception, Lounge, Sajjan Goth with personalized time slots with professionals followed by a high tea.

“Our Peacock Ballroom is a sight to behold. Breath-taking and immensely spacious, it's the right spot for that unforgettable first dance. Completely customizable and pillarless, the 13,000 sq. ft. space can host the grandest wedding. Connected to a spacious pre-function area, the Peacock Ballroom is easily accessible from the lobby. It can accommodate up to 1500 guests. Whether you are planning a big fat Indian wedding or a small, intimate affair, Pullman New Delhi Aerocity will ensure that is the most memorable day of your life”, says Vineet Mishra, Complex General Manager, Pullman New Delhi, Aerocity.

The future of superior customer-experience performance is moving to data-driven and predictive systems to provide competitive advantages. The celebratory evening consists of entertainment with a live band, DJ and flash mob artists infused with culinary gastronomy with live counters and cocktails. There are flying buffets, smaller menus with more visual and taste appeal. Keeping the sustainability factor in mind, the hotel endeavours to procure and use fresh and more locale produce. ■



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# There's a push on feeling good: Wellness economy

*The economy on a global level saw unimaginable ups and downs due to the Covid-19 pandemic. Suffering huge losses at a global level created havoc and instability*

*By Kavi Bhandari*



The pandemic not only affected the economy but also shook it to an extent of complete uncertainty for everyone. On a rather positive note, the present day holds hope for a massive recovery and also a surge in the demand and supply chain. Shedding light on this, Kent Richards, Corporate Operations Director, Six Senses Spas, Six Senses said, "As we emerge from the pandemic, the Global Wellness Institute (GWI) predicts that the wellness economy will return to its robust growth. This is indeed positive news seeing as the industry

which is there to inspire and improve lifestyles across the globe will provide support, careers and new innovations to help us heal and return better in this, the new normal. Six Senses are respected globally as a leading wellness hospitality brand and we see a giant rise in the demand for our product." He further elaborated on the other side of the subject by mentioning that The Global Wellness Institute (GWI) recently stated that the global wellness economy was valued at \$4.9 trillion in 2019 and then fell to \$4.4 trillion in 2020, due to the widespread impacts of the COVID-19 pandemic. He feels that, "During these times of global uncertainty the world is turning to wellness to give hope, strength, health and security."

**Constant waves of infection, supply-chain disruptions and, more recently, inflation have created challenging times for policy-making in India.**





On the other hand, on hindsight, these were definitely times when the nerves of almost every human being on the planet were tested as there were a large number of deaths worldwide and a lot of massive financial losses. Fear, anxiety and uncertainty gripped the majority of the world's population. India's GDP shrank by 7.3 per cent in 2020-21. The economic impact of the pandemic in India had been disruptive. Its growth in the fourth quarter of the fiscal year 2020 went down to 3.1 per cent according to the Ministry of Statistics.

"The GWI (Global Wellness Institute) reported that Wellness industry contributed US\$ 4.4 trillion in 2020 and is forecast to reach US\$ 7 trillion by 2025. Whilst, the pandemic was distressing for wellness tourism, spa and bathing destinations, it significantly uplifted burgeoning avenues like wellness residential, mental wellness and nutrition & health. Asia Pacific has been consistently leading in global wellness spend with US\$ 1.5 trillion in 2020, followed by North America and Europe," said Ingo Schweder, Founder & Chief Executive Officer, GOCO Hospitality and Horwath HTL Health & Wellness. He gave his perspective on a rather

different yet rational and positive tangent by stating that the future seems to be brighter than the past troubled times. According to him, "India and Thailand's economy prominently focus on holistic wellness and tourist retreats, characterised by their rapid pre-Covid growth. Augmented adaptation of healthy lifestyles in these regions will leverage a new wave of wellness hospitality developments in years to come."

Faced with challenges, the Government of India's response was to help the impact on vulnerable sections of society and the entire business sector. Its next pushed through a sharp increase in capital expenditure on infrastructure to build back medium-term demand as well as aggressively implemented supply-side measures to help prepare the economy for expansion.

On a conclusive note we can say that the facts and figures speak for themselves. There have been tough times but there is no doubt that the Indian and global economy will grow manifold in the future. Positive signs and other different measures taken by nations worldwide prove that now there is a stage of bouncing back from tough times to better times. ■

# The Art of Stepping Back

*Stepping back is often the intuitive way to honour your personal needs and arrive at well-being and happiness*

**By Suzy Singh**

Climbing beyond ten thousand feet to reach the pristine Jalori Pass in Kullu Valley, I felt my chest exploding with pain. The climb was steep and the mountainside was laden with winter snow that had hardened into slippery ice. This was my first trekking attempt after recovering from Covid and clearly, my body was not coping well.

As I huffed and puffed my way up to the thin strip of flat mountain land, I was caught in the dilemma of whether to go further or not. The three others who were accompanying me seemed to have no trouble racing ahead. My heart pleaded with me to stop but my head was struggling. How could I come this far and not make it to the top? I wasn't sure whether it was the fear of losing out that intimidated me or the fear of being seen as chicken hearted that egged me on to disregard my condition.

As I looked beyond at the distant snow-clad mountain

**Slowing down, stepping off the rat race and choosing the less trodden path takes courage, but it's also self-affirming and self-honouring.**







ranges, my mind cleared suddenly. Stepping back, I said to my mates, “You go conquer the top, I prefer waiting here.” It was a liberating decision to break free of the herd mentality to keep climbing on and focus on my needs instead. I felt as though I had just woken up from Pied Piper’s hypnotic spell.

So many of us are trapped in the winning and accomplishing matrix. The pursuit of sweet endings makes us compete not just with others but with ourselves too, exhausting us beyond our capacities. Stretching the elastic upto the eustress point is fine, but beyond that, we are dangerously testing our minds and bodies, waiting for them to snap. Many young and old people have succumbed to this temptation and ended up with debilitating illnesses or worse still, being dead. As the world becomes obsessed with early success, and young ones dream of becoming unicorns overnight, balanced living has taken a back seat. Untamed ambition can lead you straight to the grave, without necessarily punctuating it with a brief encounter with glory.

We often misinterpret stepping back as having failed or being defeated. It is this misinterpretation that makes us unwisely push ourselves to breaking point. What if we viewed the act of stepping back as a way of periodically rebalancing

and renewing ourselves, a brief pause, like nature takes in winter to simply hibernate before the onset of spring?

Volitional pausing and resting allows you to recharge your energy batteries and clears a cluttered mind. When allowed to rest, even muddy water in a glass becomes clear. Similarly, our overwhelmed mind, choked by the desperate desire for more material success, has the opportunity to review our motivations and goals. We don’t all have to be poster boys and super women simply because that’s the mirage everyone is chasing. There is great power in being your own person and accepting that different strokes work for different folks. What do I really want from life? What brings me creative joy and peace whilst also nourishing my bank balance? These are questions we must all reflect upon once in a while. It’s important to feed your soul, not just your ego. It’s important to prioritise self- care and wellbeing so that burnout doesn’t damage your health, and steal from you the opportunity to succeed at living peacefully, in the hope of succeeding materially. ■

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**About the author:**

International Author & Mental Health Coach.

# Aerocity Live the grand launch



Mr Mihir Mishra and Mr Aditya Arya at the event



Evening at the Launch Event



Magazine Launch by Dr Annurag Batra and Mr Aman Kapoor



Post-launch Networking evening



Inaugural Speech



Abhishek Jain and Dr Annurag Batra at The Launch





Interaction and networking

On the 9th of March, 2022 at the 'Aerocity Live' event, the February edition of the magazine was launched by BW Businessworld.

Preparations for this included a lot of initiatives by BW Businessworld as well as from GMR. The evening saw highlights of a public art initiative and a photo exhibition by Mihir Mishra. GMR activities and marketing initiatives for the future were discussed in addition to unveiling of the inaugural issue of the magazine.

VIP clients and senior individuals were at GMR Square. Guests included people from different industries,

celebrities, corporate leaders and socialites. Dr. Annurag Batra, Chairman & Editor-in-Chief, BW Businessworld and Aman Kapoor, CEO, Airport Land Development at GMR Airports Holding Limited, inaugurated the magazine. There were sessions from Abhishek Jain, Chief Commercial Officer – Airport Land Development at GMR Group. Also present were eminent guests such as Col. Vinod Bisht, CEO of Delhi Capitals.

The event was a huge success and with a variety of esteemed guests present the atmosphere was intellectual and social in nature. ■

# Mental wellness is a daily exercise

*How you respond to what is thrown at you, will determine your journey of life*

People today, across all strata, are far more aware of the importance of immunity building through food and physical fitness. Fitness isn't just about the physical well-being quotient. Mental wellness, financial wellness, social wellness, emotional wellness, and sexual wellness are all essential for wellness.

The lockdown impacted jobs, relationships, health, and most importantly, mental well-being. It is well documented that all our problems originate in our thoughts. Alternative sciences are fascinating to me because so much of that information is gradually understood and validated by modern science but is available to the benefit of all those who choose to partake.

Louise Hay has written many books on how to "heal your life" by simply changing the way you think. Her large body of work spanning decades correlates how your thoughts affect your emotions and how chronic emotions lodge and trigger disease within your physical body. Each thought process is linked to a specific disease, and to be able to combat the disease you need to identify and release the thought process that manifested it. The one thing we all experience as human beings is a rainbow of emotions, and we unanimously agree that sadness, pain, and depression are unwanted colors. It's important for any of us experiencing what we consider "depression" or "emotional abyss" to truly understand our journey as humans. Pain is not exclusive to you. There isn't one person on this planet who will not face pretty much the same stuff you do, be it the death of a parent or a loved one,

job loss, failed relationship, broken friendships, etc. The same incident, say a failed relationship or job loss, to two different people will result in one emerging as a victim and one a victor. What determines your journey of life is how you respond to what is thrown your way.

Sadness and self-pity are healthy. We wouldn't be human if we didn't experience these emotions. However, how long you choose to let it engulf you is your decision. Don't be afraid of negative emotions. They are as normal as the positive ones, and you wouldn't be human without them. Mental wellness is a series of daily exercises. Focus on the good in your life, practice the repetition of positive affirmations daily and always remember self-love, self-respect and self-worth are three treasures hidden within you. Find them.

All of these are inextricably linked. ■



**Each thought process is linked to a specific disease, and to be able to combat the disease you need to identify and release the thought process that manifested it.**

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**About the author:**

Pooja Bedi, Actress and Entrepreneur



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# Worldmark Experience

*Stepping back is often the intuitive way to honour your personal needs and arrive at well-being and happiness*





Set in the heart of the city's high-end hospitality district and with the highest international standards of business and environmental practices, Worldmark, Aerocity is the address every serious business wants as its own.

Developed by Bharti Realty, the young and vibrant real estate arm of the Bharti Group this 1.5 million sq. ft. of office and retail space is one of the most sought-after developments in Delhi NCR.

"We focus on the best experience – be it working environment or food or ambience or even nightlife. Authenticity, curation, ambience, and quality are the aspects customers look for and we provide exactly that" says Sushil Kumar Sayal, CEO and MD of Bharti Realty.

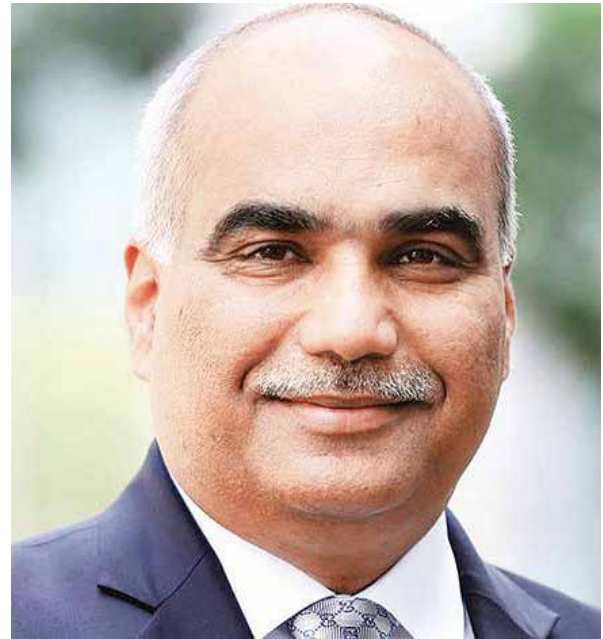
Shared with names like E&Y, Airbus, Mitsubishi, NSDC, and the IMF among others, Worldmark offers the credibility and status that any business deserves. With innovative corporate spaces complemented with curated retail and food and beverage experiences in the form of 'The Walk', a unique work-play dynamic is created. This offers the perfect 9x 9 experience where one can work, shop, and party all in one place.

**Experience 9 x 5:** At Worldmark Aerocity, it's a pleasure doing business. From the moment you enter the premises, you are transported to a different world – one where everything is not just highly efficient but also beautiful and where future-ready offices come with spectacular views and a well-deserved break starts with a stroll by the fountains and ends with a coffee in Food Capital. In short, it's a place where work just doesn't feel like work.

**Experience 5 x 9:** You may be done with work but you won't be going home anytime soon. This landmark premise in the heart of the city makes it possible for you to complete your day with extraordinary services and facilities. Whether you would like to grab a quick bite, indulge in a five-course meal by candlelight, or get a quick makeover at a plush salon –with everything from a plush retail street to salons, cafés, restaurants, and pubs, at Worldmark Aerocity you always get the perfect end to the perfect workday.

A veritable Who's Who of celebrities and restaurateurs offering world cuisines and dining formats have made TheWalk their next destination of choice. Some gastronomic formats that are already open at The Walk and brand new to Delhi NCR consumers are Plum by Bent

**A veritable Who's Who of celebrities and restaurateurs offering world cuisines and dining formats have made The Walk their next destination of choice.**



**S.K. SAYAL**  
CEO, Bharti Realty

Chair; Liv Bar; Monsoon by Café Lota; REVE; La Roca and Kampai. TheWalk also hosts several favourites such as the Farzi Café, Dhaba, Kylin, Beer Café, Underdogs, Café Delhi Heights, Starbucks, Costa Coffee to name a few. Well-known retail outlets like Apronix (Apple store), Miniso, DaMilano, Shaze are here along Aerocity Central offering 500+ brands making it a one-stop-shop for a superb retail experience. The Food capital that is the food court at TheWalk stands apart from the rest with its unique design, and structure and the stellar experience it affords its guests. Food Capital's double-height ceiling with a sunroof allows plenty of natural light while the central water body and abundance of plants provide for a relaxed and cooling ambience. Made up of 18+ food counters, The Food Capital offers an extremely wide array of cuisine.

The best bit is that it is just 20 minutes away from South Delhi as well as Gurugram.

'The Walk' at Worldmark also saw the rollout of 'INDIE Evenings', an exclusive musical property by Worldmark, which is recognized as the nation's hottest musical act. It is a harmonious blend of genres- fresh and soulful, offering a unique mix of live performances by Delhi's favourite bands. With 'INDIE Evenings', 'The Walk' at Worldmark Aerocity became a perfect hangout location for the music lovers of the city in the pre-covid era. With things getting back to normalcy, everyone is hopeful of reliving those times. ■

# The New Normal for Every Foodie

*The future of food tech is on a positive high, with focus on consumers increasing, leading to development of technologies*

**By Vikramjit Roy**

With huge investments and funding coming in to the segment, a lot of innovation is fuelled towards more sustainable and healthy products to a completely new demographic of consumer base apart from exposing the avenue of offering a unique differential experience to the existing consumers too.

Fuelled by the curbs of the pandemic, and its consequential effect on the food industry, we have seen a surge in tech playing a key role both to set-up and run food business around the world. Right from QR codes, contactless payments, online ordering systems and food delivery apps, to digital kitchens, there has been a huge acceleration in the food and beverage industry in order to create positive disruption leading to saving time for stakeholders to focus more on creating differential experience rather than spending time to manage backends.

With consumer preference now taking a shift in its approach, where apart from convenience and consistency, the need for nutritious food which is easily accessible and limits waste is the need of the hour, and hence the opportunity for innovators in the segment to capitalize on these demands is on a high growth. One of the largest food tech category - grocery & food delivery has seen a huge growth and one can see the segment being led by VC backed start-ups. The expansion of food delivery brands like Swiggy and Zomato in India are biggest examples of the surge, with newer start-ups like Thrive and DotPe expanding exceedingly well.

With technologies exploring the alternative meat segment - plant based meats would grow by leaps and bounds. There has been an enormous growth of this segment all around the world







including the likes of McDonalds also investing in Beyond Meats burgers. Alternative eggs and Dairy and nut free dairy is another segment with exponential growth estimation.

Food processing technologies along with food preservation which reduces waste and improves quality would also see a huge growth. Packaged food has and would continue to see a huge shift in its approach with focus coming in more on quality and freshness along with ease of use and handling. The sector dealing with industrial ingredients like firming agents, emulsifiers and sweeteners would also see a shift into becoming more organic and nature friendly.

Food supply chain is another tech that is seeing and

**With the new normal, and the shift in thought process for business in the food industry, I think now is a great time for food innovators to capitalize on the rapid growth and high market demand.**

would continue to see a huge surge in demand. Right from shortening the chain, to newer ways of farming including vertical farming, sustainable agriculture and food production would see a rise in both backing and growth by both minimizing risk optimizing crops.

It is quite interesting to see how tech which was earlier mostly related to restaurant discovery platforms moved into food delivery, which then became its major chunk of business had taken the next turn of delivering not just food, but daily essentials as well – like grocery, high quality of vegetables, alcoholic beverages, etc. Consumers were willing to pay higher not just because it saved time, but also because of the quality and ease it came with. This is now seeing a major turn into food of the future. The need to adjust to the new lifestyle and the shift in focus, where consumers are also equally concerned about freshness and sustainability, the rise in demand of alternative meats and other related products like alternative dairy, gluten-free options, Vegan movement and its rise would be considered a pull for investors and developers. Food tech plays a key role in all the above not just for executing these but also formulating the future of consumer behavior both organically and inorganically. ■

# The Power of Music to Reduce Stress

*Music heals the body, music heals the soul. Music and stress are two different words and both these words can change a person's world*

**By Meeta Nagpal**



psychological strain. Medical Sciences defines stress as a well-known risk factor for the onset and progression of a range of physical and emotional problems such as anxiety, cardiovascular disease, certain disorders and so on which a person may develop either for short term or long term.

## **Music heals stress**

Music is an art of sound in time that expresses ideas and emotions in significant forms. Music has been there in some form or the other when the world started and the development of music evolves from historical times till the present.

Listening to music can have a tremendously relaxing effect on the mind and body. The ongoing fast-changing world, ongoing competition, industrialization, and many more things contribute to stress for all: resulting in confusion, pressure, and mental health issues. It is here, where music turns out to be a cure as it decreases the levels of stress hormones, it impacts pulse rate, blood pressure levels thus contributing to the physiological wellness of a person.

Let's understand the meaning and the equation of healing in a broader way.

## **What is Music?**

It's an art arranging sounds in time through the elements of melody, harmony, rhythm, and timbre.

## **What is stress?**

It is the type of change that causes physical, emotional, or

**One reason why our medical sciences now have a music therapist is that music has time in again proven to be a healer.**





corporates on asking about the impact of music on their life and also if they believe that music works as a therapy?

The answer was yes. Students mentioned that for maximum concentration while studying they refer to music, professionals mentioned that while making crucial decisions, in their lifestyle they had time to listen to music although choice varies as some like slow and soft music, some like classical and others like pop music.

Nevertheless, it's been distinguished by either personally tailored, qualified techniques, various instruments, and so on and it does vary from nation to nation, place to place as well.

### **To cope up with stress and related issues**

In relation to demands of the society, millions of people all over the universe depend upon tranquilizing medications and as a result face lots of negative consequences and whereas it's here where music therapy proves. response matters as in some situations results are fast and in some, it might take a while but then no one suffers from side effects, like that of other medications.

More specifically during music therapy sessions, unique qualities of music i.e. melody, rhythm, tempo, dynamics, pitch, etc. are used to access emotions, memories and to address social experience or influence the behavior. A music therapist will connect to the stressed patient, seek his or her attention, and provide a way to come out. Music heals and touches people where medication may not work. It's an incredible and powerful healing agent.

A person suffering from stress undergo multiple confusions, fails to understand what is wrong any move deeper into emotional issues. But being connected with music means to divert the stress, beats can stimulate brain waves to work with rhythm, bringing in faster change, building cognitive thinking, sharper concentration, and most importantly promoting a calm state of mind. By changing the pattern of brainwaves, bodily functions change. All these are directed linked to the nervous system. Music creates a source of calmness and peace. In turn, reducing anxiety and stress levels. Music inculcates creativity and a positive approach, positive thinking and gives a push to people to recover fast. Many studies and profound research have established music as in healing agent to stress.

Before I conclude I would also like to mention that music has a unique presence in our daily life too. The birds chirping, the sound of the breeze, the falling of rain, the sound of the waves all are music created by nature. All these have such a therapeutic effect on our daily life and are often a cause of a smile. ■

### **Music lifts up a person's mood just like a tonic**

I have even experienced this multiple times. Whenever one feels lonely music becomes the best companion. We see that while doing meditation, while in Gym or doing any exercise music is played at background and reason is the change of focus, state of mind and that is when a human being feels relaxed and the times we feel depressed and confused listening to music become immediate medicine. No doubt, music provides relief, even when no medication can/ to movement, to speech, to life.

### **Music as a therapy to reduce stress**

In an interaction with a group of students, professionals, and

### **About the Author**

Founder, Musical Dream

# A Journey Through Art Pullman New Delhi Aerocity







for encouraging art and performances at the property and is known to delight guests in the city with its exhibits. They aim to not only display immersive art but make the art and the artists accessible to its patrons as well as to the local community.

The Art which has been selected to be displayed at the Hotel comprises of some leading Indian artists displaying passionate works spread over diverse mediums along with outstanding women artists leading the way.

Through a collaboration, Pullman New Delhi Aerocity and The Art Registry aims to showcase, in the City of Delhi, a highly curated collection of art from some of the most established as well as selected upcoming artists from all over the country.

#### **About Art Registry:**

The Art Registry is deeply committed to encourage the liberation of artistic thought and expression and also to educate new collectors on the nuances of building a joyous and treasured art collection. ■

Art Zone by Pullman is a vibrant space curated in collaboration with emerging and renowned artists who can showcase their work in a unique environment, which resonates with the upscale hotel's philosophy of work and pleasure. It encourages a bespoke experience for guests at the hotel. The hotel shares a percentage of the proceeds to various charities. The upscale hotel has a strong focus

# Achieving serenity

## *Pullman Wellness Spa & Salon*



Stress has been the ruling aspect of the lives of many, especially since the pandemic struck over two years ago. The unknown combined with the blurred boundaries of work from home led to mass feeling of fatigue, and even though the world is on the brink of reopening and functioning the way it did, that feeling of fatigue has only enhanced the stress and tiredness people have been feeling at large.

Nestled in Aerocity near the Indira Gandhi International Airport, New Delhi is the Pullman Wellness Spa & Salon that wishes to de-stress travellers as well as locals. The spa features an abundance of space and class, in the hopes of rejuvenating the guests as soon as they enter.

The spa uses Ayurvedic products for all purposes and offers treatments and therapies in so serene an environment that one cannot help but relax. Though it has an exhaustive list of treatments and therapies it provides to the visitors, the spa tailors it to the specific needs, with little things like the 'ubtan' being created according to the skin type of each guest who opts for it. The offerings range across a variety of guests, from the globetrotters to those who are overburdened with work. The options are many and diverse, with Pullman itself claiming to have created this list after extensive research and deep thinking.

Pullman Wellness Spa & Salon offers facial rituals, massage rituals, spa indulgences, body rituals and fitness sections all cater to different aspects and needs of a guest. Stone therapy, Thai Meridien Body Massage and special massage for jet lag form a part of the massage therapies that are offered, while Shirodhara, Atirupa, Ubtan, Champi and Abhyangam are the special offerings under the Ayurveda – The Way of Life section meant to provide therapeutic treatments for ailments. Body scrubs and wraps can be found under Body Rituals, while Spa Indulgences include Couple Connect, Heavenly Ayurvedic Indulgence and Odyssey of Bliss. Guests can choose from among calming, purifying and nourishing facials and also explore options for hair and scalp care.

Apart from salon offerings like manicure, pedicure, waxing and shaving, the Wellness Spa & Salon also includes a fitness section on Yogasana and Santulan to help people achieve their fitness needs like Tummy Fit or Bodyweight Training with the help of personal trainers.

Prior reservations are recommended and guests are advised to wear swimwear while in the swimming pool. The spa, however, provides towels, robes, slippers and personal amenities. ■



# The food theatre of New Delhi

*JW Marriott's K3 Restaurant*

*BW Team*



In Delhi's extravagant and buzzing Aerocity, sitting inside JW Marriott is the stunning K3 restaurant, patiently waiting to dazzle its guests. If its spot in the JW Marriott at this prime a location wasn't enough to pique the interest of food lovers and travellers alike, the fact that the restaurant is dubbed the Food Theatre of New Delhi would surely be enough. K3 treats the act of making food as an art, it seems. While many restaurants have live kitchens, K3 has taken it a notch higher, it has three of them.

K3 is an all-day dining space which offers buffet as well as a la carte style of dining. On Sundays, an exquisite

weekend brunch is hosted at the restaurant. The food it offers ranges across three cuisines – Asian, Indian and Mediterranean. And the restaurant has built live kitchens for all three of them, creating a theatre for food in an enhanced form of experiential dining. Guests can view their food across cuisines being prepared in three different kitchens by the expatriate chefs. Not only does this create a more personalised experience, it leads to more recognition for the chefs who quietly work behind the scenes.

Anyone who wishes to eat at the sophisticated restaurant needs to get a table reserved, which can be done online via the Marriott website, the K3 website as well as third-party aggregators. Alternatively, a good old telephone call can also do the trick too. Smart casuals are the appropriate dress attire for this experience.

Apart from the common dining hall, K3 has an outdoor extension called Alfresco where guests can enjoy the open-air ambience while devouring just as delicious, albeit limited, dishes, all conceptualised around grills and barbeques. However, it is important to be mindful of the fact that Alfresco, like K3, requires a prior reservation to be made.

But is that all? No, definitely not. After all, what is a fine-dining restaurant without private spaces? K3 offers lush private dining experience, whether guests wish to hold meetings over good food or just enjoy a fun outing with their group of friends without wanting to be scrutinised by others. These private spaces form a substantial part of the main K3 restaurant and provide impeccable services of six-course meals to groups of 10 at a time.

The dishes offered at the restaurant vary from Kathi Rolls and Vegetable Cai Bao to Char-siew Pork and Tandoori Jhinga. Dim sums, baos, biryani, soups, pizza and pasta add to the menu of this magnificent restaurant. To further live up to its potential of a thoughtful host, the restaurant even has a special menu for kids.

Going to Aerocity and not eating at K3 is a crime against food itself, and an unforgivable one at that! ■

# Gastronomically Speaking!

*You can eat what you want provided it is eaten in small quantities and at the right time*

**By Maneesh Baheti**



The current IPL cricket fever takes me back to the last Food For Thought Fest that took place at the magnificent Aerocity in 2019. Under THOUGHT FEST, a subsection of the event, one of the most looked forward to panel discussions every year, has been, the Diet of Sports Icons. And rightfully so. After all how many of us know the secrets to the eating habits of our greatest stars. Over the last five editions, we've had Bishen Singh Bedi, Mohd. Azaruddin, Nikhil Chopra, Virendra Sehwag, Gautam Gambhir, Shikhar Dhawan, and

para Olympian Deepa Mallik regale and awe us with their responses. When asked about the diet plan of the Indian cricket team on overseas tours back in the day, Bishen Singh Bedi in FFT FEST 2015, had us rolling on the floor when he quipped, "What diet? we had an allowance of Ten Pounds ! so you simply waited for invitations from Indians to have a full meal ". (The highlights of the popular panel discussions are available on the SAAG Youtube channel ).

Food For Thought Fest 2019, was hosted at the beautiful area of THE WALK at Aerocity. It was our fifth and biggest edition spread over a split level, in an area exceeding 60,000 feet. We introduced two new concepts which Delhiites loved, "A Taste of Luxury" at the Food Court with leading Luxury Hotels and " TIPPLE FEST", a whole new section designed with leading alcobev brands. It won the "Festival Of The Year" at the Delhites Food & Nightlife Awards, in a glittering function at The Grand Hotel in Delhi in March this year.

## **The Diet Of Sports Icons**

Coming back to the topic of this column, let me begin by saying what we have heard often enough, which was endorsed repeatedly by the sports icons, "You Are What You Eat". I have collated some common feedback from these icons over the years, though not in any order of priority :

- Being vegetarian is a better option. Easier on digestion, better gut health.
- Getting good sleep is vital. Helps the body regenerate and recover. Gautam Gambhir shared that he does not look at his phone after 10 p.m and prefers to read or listen to music for better sleep quality.





- Ghee, clarified butter, is excellent. It is been recommended by Ayurveda for centuries. Gautam Gambhir mentioned a small quantity, like 7 to 8 teaspoons must be included in your daily diet.
- Shikhar Dhawan shared that 50% carbs in a sportsman's diet are essential, for an alert and sharp mind. Having rice is better than having grains. Have protein according to body weight. He weighs 75 kgs and consumes 100 gms of protein every day.
- Needless to add, physical exercise every day is an absolute must.
- You can eat what you want provided it is eaten in small quantities and at the right time (only during the day when metabolism is highest). Virendra Sehwag in FFT FEST 2016, surprised us when he mentioned that he enjoys Aloo Paranthas and Lassi. Shikhars favourite is Rajma Chawal and Aloo Parantha while Gautam Gambhir loves his namkeen parantha in desi ghee.

**Ghee, clarified butter, is excellent. It is been recommended by Ayurveda for centuries. Gautam Gambhir mentioned a small quantity, like 7 to 8 teaspoons must be included in your daily diet.**

Deepa Mallik summed it up well when she said that diet control helps in self-discipline which in turn leads to a better personality. We couldn't agree more. ■

#### **About the author**

Maneesh Baheti is the Founder Director of the South Asian Association For Gastronomy (S.A.A.G) , a think tank in South Asia that promotes regional unity through a culinary language. Food For Thought Fest is their marquee annual event that provides infotainment designed around gastronomy.

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# Remo Fernandes gets candid

***The pioneer of Indian Pop Music Remo Fernandes recently released his autobiography which is an extraordinary memoir. It is the story of a rich and full life - filled with professional highs and lows as well as personal triumphs and tragedies***

***Fernandes recently spoke to Aerocity Live about his new book and more***

**BW Team**

## **What was the inspiration behind writing this book?**

I love reading autobiographies and have always enjoyed reading them. For a long time I felt there was not enough written about Goa, and a book on Goa will be very interesting.

So, I started writing it for myself like everything else. After a few chapters I was suggested to send it to a literary agent, who Amitav Ghosh introduced me to. She loved the few chapters that I had written and shared with the publishing companies and some of the top ones bid for it, and eventually I chose Harper Collins.

I believe writing a biography can be therapeutic. It helps to put your life into perspective. I did it more or less for this purpose and before I knew it, it was a public thing and I welcomed it with open arms. I had always decided that if I write my story I will do it honestly. That is what a lot of people have said about my book and I am highly honoured by this feedback.

While writing the book, was it tough for you to choose between what to omit and what to include?

I wrote whatever I felt was important and most importantly what I remembered. There was no one I reached out to remind me of any incidents. It is my story in all respects.

While submitting the manuscript to Harper Collins, my editor pointed out that I haven't written enough about music, especially the Hindi film songs.

I expected him to slash and cut the autobiography because

it had run into 140,000 words, while the average Indian autobiography is around 90,000 words.

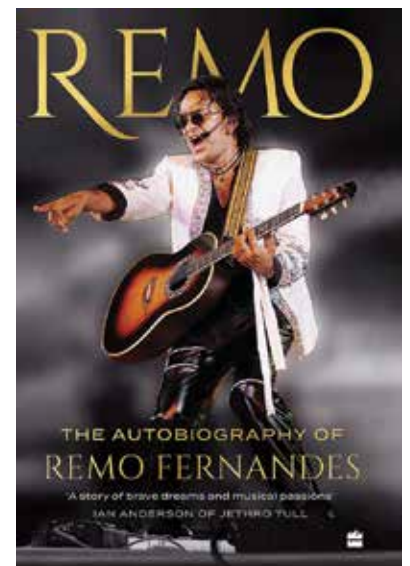
Surprisingly for me, instead of 140,000 words, he made 150,000. I was happy that he wanted me to write more. Some of the feedback that I have received is that people have enjoyed reading this voluminous book and wished it could go on.

## **Was writing this book challenging at any stage?**

For me it was always like how I make my music, I let it flow. Since it was a story about my own life and included incidents from my childhood days, it was not a difficult task for me. Unlike fiction where people have to worry about the plot line, this was a very different experience and it just flowed through me.

## **Music is a big part of your contribution and you choose not to write about it in the book. What was the reason behind that?**

I felt that everybody knows about my professional achievements and I wanted this book to reflect my personal life. I have written this book as a writer who has grown up in Goa, lived in Europe, has done hitchhiking expeditions in Europe and Africa, and not as a pop star. This is the reason I have deliberately omitted the music part in this book. ■



Courtesy: Harper Collins

**I believe writing a biography can be therapeutic. It helps to put your life into perspective.**

# GMR Aerocity: Happenings

The month of May saw high octane customer engagement for the IPL season.

GMR Aerocity being a community partner of Delhi Capitals, a dedicated engagement zone was created at The Square @Aerocity where patrons were welcome to revel in cricket madness and indulge in games, quizzes, cricket cage, and other fun activities.

The theme for the season was, #PlayALittleMore.

## Activities :

1. Delhi Capitals Arena
2. Cricket Tongue Twister challenge
3. Fun Cricket Commentary Challenge
4. DC and Aerocity Quizzes
5. Blind Fold Cricket



## JW Marriott :

An extraordinary experience in New Delhi's Food theater- K3 Every Sunday is special at K3, JW Marriott GMR Aerocity.

Indulge in an extravagant dining experience by Master chefs of Mediterranean, Asian and Indian Cuisines and cocktails by mixologists amidst upbeat jazz music and a larger-than-life setting that defines opulence.





Mesa



Underdoggs



Pride Plaza

#### Brunch Charges :

- Nonalcoholic brunch: 3750+ taxes
- Alcoholic brunch: 4400 taxes

#### Inclusions

- Elaborated buffet showcasing the three live kitchens: the Mediterranean, Italian and Indian
- Choice of spirit with house red and white wine
- Live band

#### Plum by Bent Chair :

Lunch offer for Ladies' tables  
25% on Bill ( T&C apply)  
12 Noon to 5 Pm  
Monday to Sunday

#### T&C

- Any two offers/Discounts cannot be clubbed.
- Table has to have all ladies members.
- Service charge will apply.

Several outlets at GMR Aerocity created a special IPL Menu to celebrate cricket fever.

The following restaurants had a special menu

1. Mesa Wine Bistro
2. Café Delhi Heights
3. Pride Plaza
4. WXYZ –Aloft
5. Underdoggs

# OnePlus Nord CE 2

## review

*The Nord CE 2 is hands-down a big upgrade over its predecessor, and gets most things right*

**BW Team**



The new OnePlus Nord CE 2 is an excellent mid-range phone in many ways. The Nord CE 2 is hands-down a big upgrade over its predecessor, the Nord CE from last year, as far as all-round design is concerned.

The Nord CE 2 has a glass back but a plastic frame. There's no traditional alert

slider on the side of the phone or IP rating for dust and water resistance. The bottom of the phone, surprisingly, has a 3.5mm headphone jack. The phone is considerably lightweight and slim, weighing 178 grams and measuring 7.8mm thick.

### Display and speakers

There's a 6.43-inch AMOLED display. Colours are bright, and the 90Hz refresh rate makes everything smooth. You can also unlock the phone with your face, but the in-display fingerprint scanner is lightning fast, and you'll be asked to set this up, as well as selecting a PIN if you choose to do so. The mono speaker is good and loud when watching a video on YouTube or listening to casual music.

### Performance and battery

The Nord CE 2 uses a MediaTek Dimensity 900 processor, which is paired with 8GB of RAM and 128GB of internal storage (expandable with up to 1TB of microSD storage).

If battery life is the most important factor, the Nord CE 2 is something you should definitely consider. The phone's 4500mAh battery easily lasts over a day, making it from 7 am on day one until 10 am on the second day. Charging the Nord CE 2 with the included 65W SuperVooc charger is super fast, and you can fill up the battery from 5 per cent to 100 per cent in about 35 minutes.

### Camera

On the back of the phone are three cameras, including a 64MP main, 8MP ultra-wide, and a 2MP macro camera.

The main 64MP camera offers good detail and colour accuracy. The 8MP ultra-wide lens, on the other hand, is a mixed bag. OnePlus could have used a higher resolution ultra-wide lens and for users who love to take pictures of landscapes and historical monuments, it would have made a huge difference. The 16MP selfie camera shot some great-looking photos in good lighting and low-light as well.

OnePlus has already announced it's merging its native OxygenOS with Oppo's ColorOS, but the Nord CE 2 currently runs on OxygenOS, based on Android 11. The custom OxygenOS does a fine job on the Nord CE 2 and offers many customisation options which users would love.

### Verdict

The Nord CE 2 gets most things right, at the right price. With a price tag of Rs 23,999, OnePlus Nord CE 2 offers some great features and is our recommended choice. ■



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# Lexus Launches the All-New NX 350h in India: Reimagining the future of Luxury

*The new NX 350h is available in 3 variants: Exquisite, Luxury, and F-Sport*

**BW Team**



Ushering in a new era of luxury, Lexus is embracing electrification, intuitive technology, performance, and design with the much-awaited all-new 2022 Lexus NX 350h, which sets the stage for the next chapter of the Lexus brand.

It has been designed to meet the diverse lifestyles of guests around the world by rejuvenating the key pillars of

the vehicle which are electrification, design, driving signature, and advanced technologies.

With a lower center of gravity and stronger stance, the all-new NX 350h embodies stylish design, intuitive innovation, and boundless utility. The most notable update is the introduction of Lexus Interface, the integrated multimedia and digital support on the 14-inch touchscreen display. It offers wireless charging and smartphone connection to the user's unique profile. This is paired with the introduction of standard Lexus Safety System+ 3.0. The newly

developed E-Latch electronic locking system is inspired by the movements of opening and closing Japanese traditional sliding doors. It was designed to allow the driver to open and close the doors naturally & effortlessly.

"The Lexus NX, because of its agility, spacious functionalities, and sportiness, has been one of the most



loved models by our guests in India. With the new 2022 model, we are confident that it will set a new benchmark in the luxury market”, says Lexus India president Naveen Soni.

### Leading with design

In the rear, the Lexus logo has been redesigned to create an advanced and modern expression. The use of the L emblem has been replaced by a new, unified LEXUS logo located at the center of the vehicle. The rear light bar lamps are constantly illuminated at night to function as a taillight and illuminate the rear brand signature. Guests can select from a variety of fresh NX colors to suit their taste, including Madder Red & Sonic Chrome. For colors exclusive to F SPORT models, the palette includes White Nova & Heat Blue.

LEXUS has been building cars with the “human-centered” approach. The TAZUNA concept is in line with this approach and will be introduced starting with this car. Tazuna in Japanese means reins of a horse; based on the idea “Eyes on the Road, Hands on the Wheel, Intuitive Interface”, it seeks to foster robust communication between the driver and car which has been at the CORE of the brand since its inception.

The new NX 350h cockpit is designed to create awareness of what lies in front of the vehicle while facilitating smooth eye movements. The layout of information-related components leads the line-of-sight horizontally from the color heads-up display to the meters, while components have been arranged to lead the eye from the head-up display to the center display. In addition, by consolidating driving-related functions around the touch-sensitive steering wheel, the cockpit aims to provide intuitive, effortless driving control.

The globally renowned Lexus Safety System (LSS), is finally here in India with the new NX 350h. LSS+ 3.0 has been updated to the third generation to enhance cognitive, judgmental, and operational performance. This enhances



the coverage area to include response to head-on collisions and oncoming vehicles. In India, it comes with a range of advanced technology features including Pre-collision System (PCS) for vehicle detection with alarm, Dynamic Radar Cruise Control -All Speed, Lane Departure Alert & Lane Tracing Assist, Auto High Beam & Adaptive High beam System in Headlamps. Additionally, Blind Spot monitor, Rear Cross Traffic Alert (RCTA) & Rear Camera Detection (RCD) is also available greatly enhancing overall safety. The new NX 350h has been awarded the highest rating of ‘5 stars’ by independent vehicle safety test organization Euro NCAP.

### Best-in-class

To achieve the best-in-class dynamic performance, distinctive styling, and exceptional utility of an SUV, an exceptional amount of detailing has been put together to build the right proportions. The Lexus driving signature supports the pleasure of deceleration, steering, and acceleration seamlessly connect under various driving situations, and linear response is faithfully executed according to the driver’s intentions.

The 4th generation large-capacity hybrid system combines a highly efficient 2.5-liter inline 4-cylinder engine with a high-output motor. It effectively combines a highly responsive engine, lithium-ion battery with enhanced battery performance, and hybrid system control with revised drive force characteristics to realize a high-level balance between exhilarating driving performance and excellent fuel economy. Lexus globally has created a niche in the world of lifestyle luxury vehicles, specifically as a leading manufacturer of self-charging hybrid electric vehicles. Lexus India’s portfolio includes the ES, RX, LS, LC and LX.

The new NX 350h is available in 3 variants: Exquisite, Luxury, and F-Sport at the following prices, Ex-Showroom All India

NX 350h Exquisite	- Rs. 64,90,000/-
NX 350h Luxury	- Rs. 69,50,000/-
NX 350h F-Sport	- Rs. 71,60,000/-



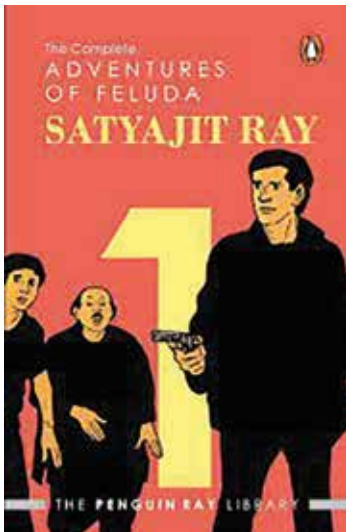
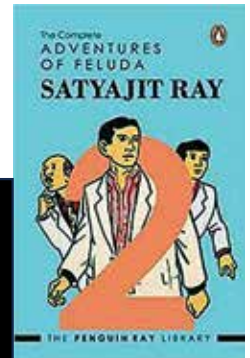
# Satyajit Ray - The complete adventures of Feluda



## Review by:

**Kaushik Bhaumik**, Associate Professor  
School of Arts and Aesthetics  
Jawaharlal Nehru University, New Delhi

Penguin India, 2021  
2 Volumes  
Paperback, PP. 804+776  
Rs. 599 each



If readers haven't yet read the legendary filmmaker Satyajit Ray's Feluda novellas then they have missed one of the most important and endlessly enjoyable creations of Indian fiction. Originally written in Bengali, from 1965 onwards, the exploits of private detective Prodosh Chandra Mitra, aka Feluda, are a cultural institution amongst Bengalis all over the world. Ray himself adapted two of his stories into films (The Golden Fortress and The Elephant God) and currently we

have at least three different media Feludas in the making- a couple of web series and a film. There are Feluda cafes in Kolkata and memorabilia around him pepper the urban map generously making him a de facto star citizen of the City of Joy. Thus, Penguin's double paperback set of English translations of all the Feluda novellas will only consolidate Feluda's reputation amongst a wider readership beyond Bengal and hopefully establish him as one of the great cultural heroes of contemporary India.

Ostensibly juvenile literature, the Feluda stories reach out to all age groups. This is mainly because Ray plots his stories very smartly, more often than not setting them in

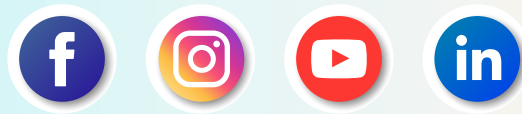
exotic locations (Lucknow, Gangtok, Jaisalmer, Kathmandu to mention a few) and peoples them with memorable characters (principal amongst whom are Feluda's Watson- his teenage nephew Topshe and the pulp detective fiction writer Lalmohan Ganguly, aka Jatayu). This gives the readers a thrilling sense of adventuring away from home in mysterious and fabled lands. In short, we get a heady concoction of a razor sharp Sherlock Holmes brain sorting out trouble in Tintin exotic locations. However, what makes the Feluda stories stuff of legend is Ray's lucid and impeccable prose, fortunately superbly translated here into English by Gopa Majumdar. The clarity of language becomes with Ray the clarity of plotting and storytelling. And beyond the sensation of epic heroes fighting epic villains what is the clear message that Ray seeks to convey to us through his sparkling prose? That we open ourselves up to the world with a sense of curiosity and the spirit of conserving all that is great and good in it. Indeed, to wander the world is to conserve it, keep it safe from destructive forces.. It is the seriousness and sharpness with which Ray nails his underlying moral message that make Feluda stand apart from his counterparts. Not surprisingly art theft forms a major theme of the Feluda stories

My favourite Feluda adventure, The Golden Fortress, is set in Rajasthan and tells the story of Mukul, a boy who claims he can see his past life. Feluda is called in when Mukul is kidnapped leading after many a twist and turn to a fantastic denouement in Jaisalmer. Ray's 1974 film Sonar Kella is a filmic adaptation of the story. Tourist guides today in Jaisalmer will tell you that it was Ray's film that made Jaisalmer an international tourist site. They will take you on a Sonar Kella tour of the fort. And they will say they owe it all to Ray's film. Such is the power of Feluda! ■





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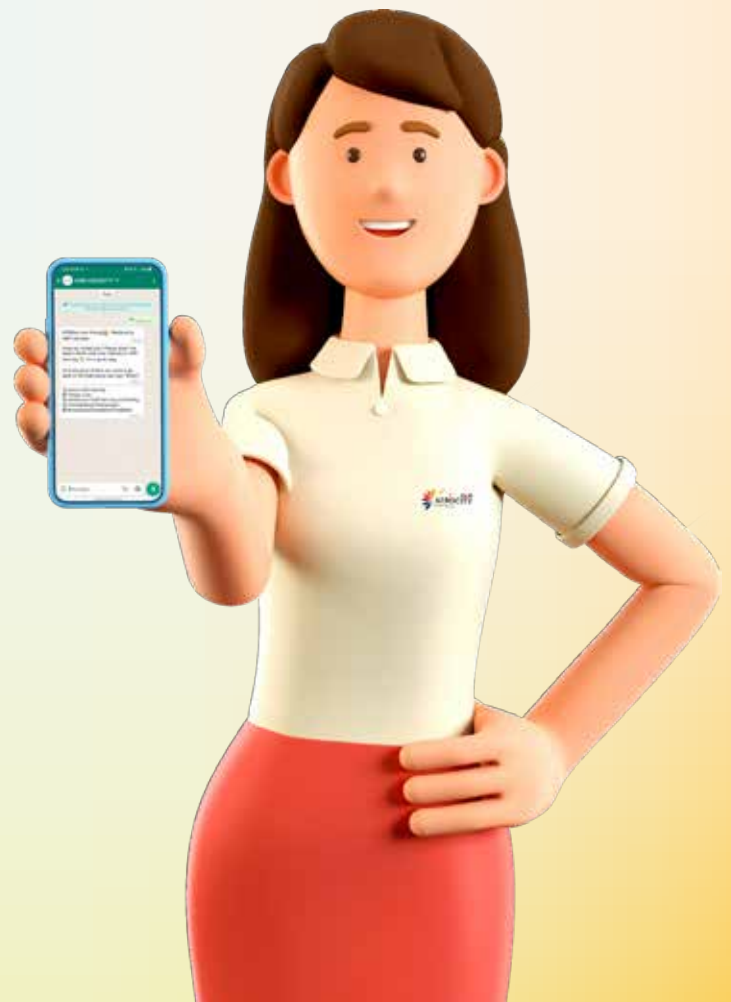


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