



Mr. Subhomoy De, GM of Minerva Grand seen receiving the award from the Hon'ble Chief Minister of Andhra Pradesh, Sri. Y.S. Rajasekhara Reddy

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Industry & Economy - Hotels

Hotel industry witnessing boom in AP

M. Somasekhar

In both the five-star and the 'budget class' of hotels, Hyderabad has emerged as a favourite destination for new ventures, some of which are already under way.

Hyderabad, Oct. 9

RIDING on the steady growth of the information technology sector, the hotel and hospitality industry in the State is thriving, with healthy occupancy levels and consistent increase in demand.

In both the five-star and the 'budget class' of hotels, Hyderabad has emerged as a favourite destination for new ventures, some of which are already under way.

For example in the Star category at least four hotels are coming up. These are being set up by the Leela Group, Park Hotels, Emaar Group of Dubai and a big realtor from the State.

The President of the Hotels & Restaurants Association of Andhra Pradesh, Mr Rajiv Narain, said at least 1,000 rooms are expected to be added in the next two years in this category alone.

Mr Narain, who is also the General Manager of the Taj Residency Hotel, told *Business Line* that so far the push for the hotel industry has been given by the booming IT, especially the business process outsourcing sector. It has to be sustained by tourism, and other industry sectors in the coming years.

The Taj Group, which has three major properties in the posh Banjara Hills area, is seeing a steady 9 per cent growth. "We are planning to time our heritage property at Falaknuma with the opening of the International Airport at Shamshabad, sometime in 2007," he said.

More than 90 per cent of the customers in most of the big hotels are from the corporate sector. The promising trend in the pharma industry, sports events, more international airlines landing in Hyderabad and the film industry portend well for the continued growth, he felt.

In the budget class, there has been a major change. In addition to the Green Park, Manohar, Fortune Katriya, new hotels such as the NKM Grand of the Swati Group, Minerva Grand from the Viceroy Group and many more coming have boosted the options for customers preferring economy and quality.

The Director of Minerva Grand, Secunderabad, Mr A. Ramakrishna Reddy, said a total of 100 rooms are being made ready in the next few months at the property. It has already a huge conference hall, the regular eating places at economic tariff.

The Group, which runs the Minerva Coffee House, Blue Fox, Palace Heights and Viceroy is ready to offer about 250 rooms in Hyderabad alone. It is planning to add a three-star hotel in Visakhapatnam soon, Mr Reddy said.

Mr Reddy felt that the two-three star hotels segment is in for a quantum growth. There are a growing number of clients who prefer decent comfort, hygienic food, and quick time service, all at competitive tariff. Hyderabad, is in a good position to offer this at present.

Mr G. Yoganand, Chief of Manjeera Estates and Aditya Park Inn Hotels, saw fast growth and intense competition emerging in the budget class segment soon.

At present the occupancy rates in most hotels are ranging between 80-90 per cent in weekdays. There is a slight dip during weekends.

The pressure is so high, in some of the hotels that at times of major conferences and events, they are forced to say no. A visiting delegation led by the Karnataka Secretary for IT and STPI Director, Mr B.V. Naidu, was delayed to a media meet recently because they could not find accommodation at a leading hotel and were told that all rooms were full.

With 88 rooms at Aditya Inn, the Group is planning to come up with a two-star hotel 'HomeTel', in the City. It is targeting the business travellers, in-house residents, who would get three-star facilities at two-star tariffs and with hygiene that matches their expectations, he said.

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WELCOME TO MY CITY

“When I moved here from Kolkata six months ago, my first impression of the place was HITEC City. That image in all its gleaming, super-efficient aura has influenced the way I work here. Everything I attempt – in my hotel, our restaurants – I try to live up to that ideal of efficiency and global thinking. And Hyderabad still has room for its people to pursue other interests. Three places that are must-visits: HITEC; Ramoji Film City for entertainment; and Eat Street on Tank Bund, for the variety of cuisines that Hyderabad serves. I love to explore the Hussainsagar neighbourhood, Banjara Hills, and the many little lanes and shops in a typically old Hyderabad locality, like Abids.

*Amitava Guha Thakur
Front Office Manager
Hotel Minerva Grand*



sights



BIRLA MANDIR

This monument is made of white marble from Rajasthan. The Birla Foundation, have given the temple a unique blend of North and South Indian architecture.

GOLCONDA FORT

This fort is an acoustic marvel. To experience it all you need to do is stand at the entrance of the Fort and clap. The clap can be heard at least a kilometer away.

CHARMINAR

The Qutb Shahi king Mohammed Quli Qutb Shah, built this 186 feet high structure in 1591-92.

LAD BAZAR

Lad Bazaar is situated in a lane to the west of Charminar. You cannot resist buying glass, lac, metal, semi-precious and pearl bangles here.

HUSSAIN SAGAR

This lake was built by Hazrat Hussain. A monolithic statue of the Buddha in the heart of the lake adds a mystic charm.

QUTB SHAHI TOMBS

Above the tombs of kings from the Qutb Shahi dynasty are domes forming an umbrella. Blue and green tiles decorate these tombs.

RAMOJI FILM CITY

You get to see sets of the Hawa Mahal, Japanese garden, airport and a hospital here. You could also shop for pottery, collectibles and hand-crafts at Prince Street.





GOURMET GUIDE



Secunderabad has its share of guys' pubs; places to catch a cricket match or listen to the latest remix music. But Enigmaa is the first lounge bar this side of the twin-cities. And it's the first lounge bar in town to go futuristic.

A very chrome-and-glass motif colours the lounge and the seats have a distinctly pod-like look. On the whole, very sharp and very right now. Not bad at all for a part of town that's usually associated with saree shops and Kolhapuri slippers. Enigmaa does unsurprisingly well most nights of the week.

The lounge serves all foreign and Indian liquors, but guests often take matters into their own hands because the bartenders here are apparently very good at

mind reading. Special concoctions inspired by guests' requests will soon find a permanent place on the menu here; they're that popular. The martinis here are also very good, as is a drink called the Singapore Sling. And of course, there's Kingfisher beer served too.

Enigmaa's food is unfussy but delicious. Besides, who ever gets sick of tikka kebabs? The lounge serves Chinese, Indian and Continental snacks to go with its special cocktails.

Like all pubs and bars, Enigmaa sees the most traffic on weekends, but thanks to its theme nights, the rest of the week is not too shabby either. Thursdays is Ladies' Night, where women drink free till 9.30 pm. Fridays is Martini Night, Saturday

Futurama

is all about the DJ, and Sundays are pure Retro. Curiously enough, the bar also sees a spurt of activity on Wednesday nights, when the executives from around the commercial area nearby come to relax over an Irish coffee.



The lounge is most alive on Saturday nights, when the DJ takes requests.

Enigmaa
Hotel Minerva Grand
Sarojini Devi Road
Secunderabad
☎ 5511-7474

BUSINESS

Hotel Minerva Grand for mid market segment

HYDERABAD, APRIL 27

Hotel Minerva Grand in Secunderabad is all set for its room division operation in the twin cities of Hyderabad from May 1, with hosting the prestigious event of Asian Development Bank- AGM.

With 105 rooms to its name the hotel promises to cater the mid- market segment, and ensures unmatched services compared to competitive hotels.

With average room size of

600 sq ft, it takes care of all major amenities and services, starting from WI-FI internet connection to rain shower, herbal toiletries to powder room, makes it an unforgettable experience.

The food & beverage gives a bouquet of choices with, coffee shop, multicuisine restaurant, a state of art lounge bar to chill-out with DJs, and 24-hrs room service.

The banquet spread over approximately 11000 sq ft, which can cater upto 1000 pax.

Being the unit of Secunderabad Hotels Private Limited, this group has come a long way from 1982 with the Minerva Coffee shops, Blue Fox restaurants. This will be another feather in the cap and will create a niche in the market.

This hotel has already created a buzz in the market and is all set for a gala blast, according to Amitava Guha Thakurta, front office manager of the property.

The hotel will be with the

GDS for its worldwide reservations.

The interiors of the hotel is designed by renowned designer firm to give it a corporate as well as international look.

AVV Reddy, managing director and Subhomoy De, general manager of the property left no stone unturned in their bid to make the hotel "most attractive"

Athiti Devo Bhava is the mantra of the hotel.