

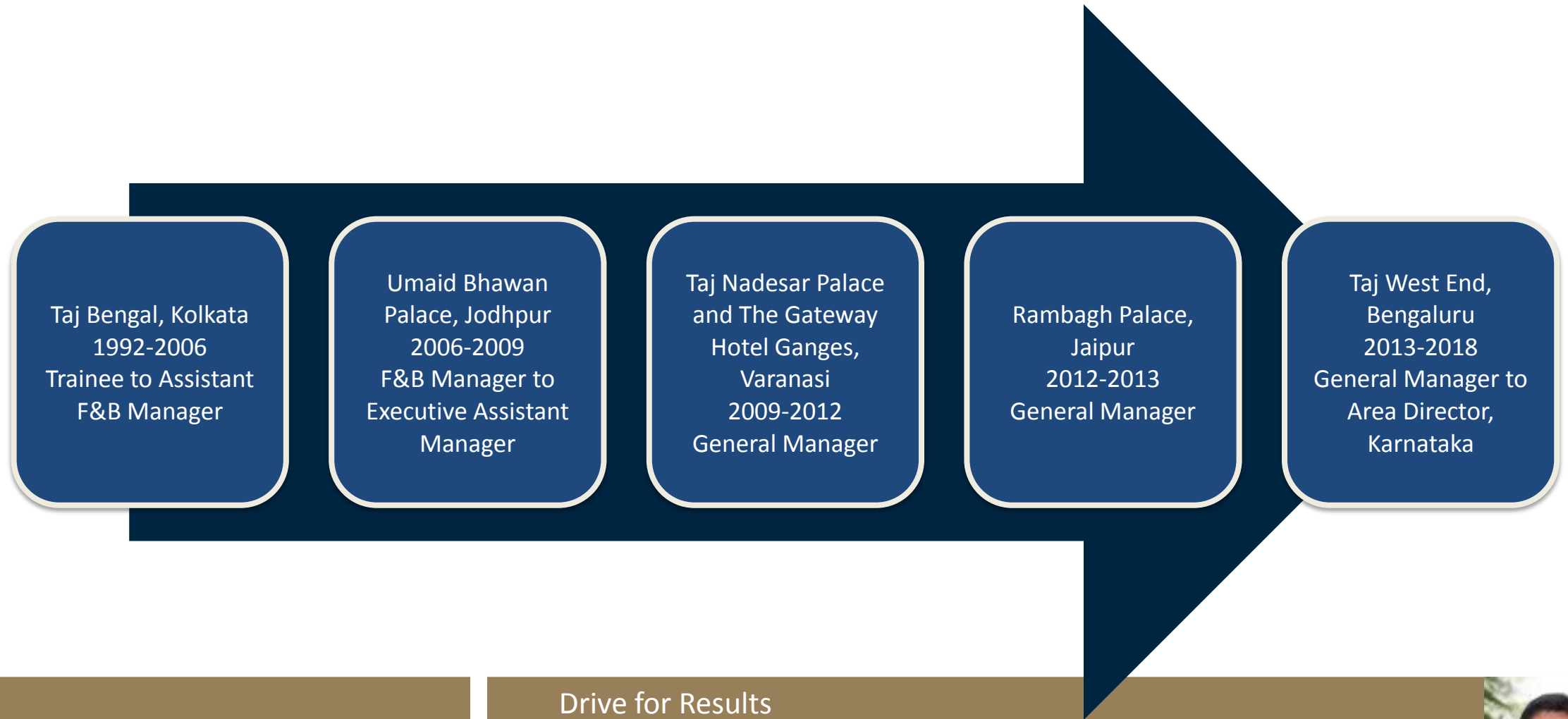
IHCL

Worldwide Hospitality Awards 2018 Best Hotelier Nomination

Somnath Mukherjee

Area Director - Karnataka &

General Manager - Taj West End, Bengaluru



Somnath Mukherjee
Setting New Benchmarks

Drive for Results
Strategic Capability
Managing Vision and Purpose
Innovation Management
Building Effective Teams



- Best General Manager of the Year - Luxury Hotels 2017-18 by Federation of Hotel & Restaurant Associations of India
- Best General Manager of the Year - Luxury Hotels 2017-18 by Business World Hotelier - Indian Hospitality Awards
- Best General Manager 2012 by Hotelier India Awards
- Best Hotel Restaurant Manager 2005 by Federation of Hotel & Restaurant Associations of India
- Nominated on the Board of Directors of Taj Karnataka, a joint venture of Government of Karnataka and IHCL
- On the Selection Panel of Tata Administrative Services

Awards & Recognition





5-Star Deluxe Hotel



117 Keys including 24 Suites



Blue Ginger & Masala Klub - our signature restaurants, Mynt - our all-day diner and Blue Bar - our open-air lounge



5 indoor banqueting venues and the Prince of Wales Lawns spread over 11000 sq. ft.



Jiva Spa & Salon, Ayurveda Centre, Fitness Centre and 3 Swimming Pools



Les Clefs d'Or Concierge, Travel Desk, Business Centre, Valet Parking, Club Lounge and Shopping Gallery

Taj West End, Bengaluru

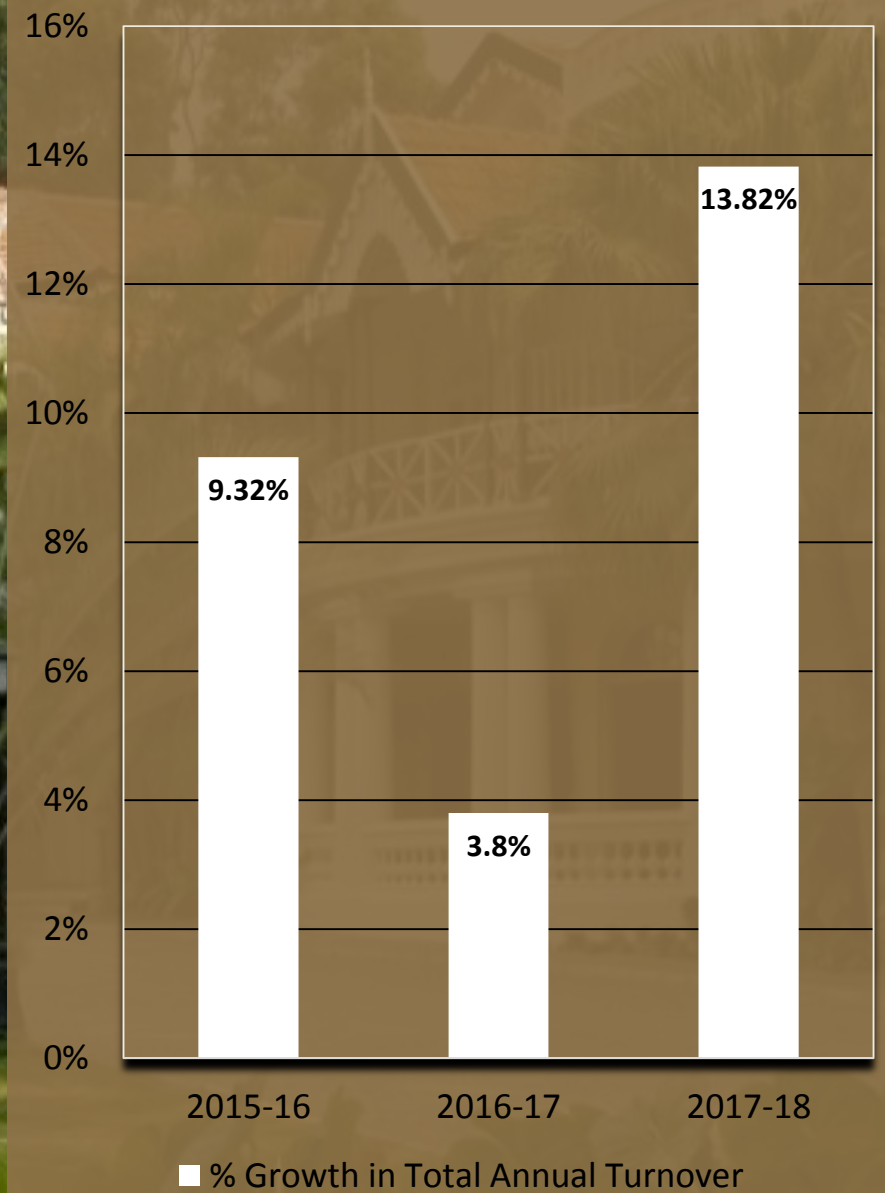
One of IHCL's finest luxury hotels



Business Performance

Growth – Revenue

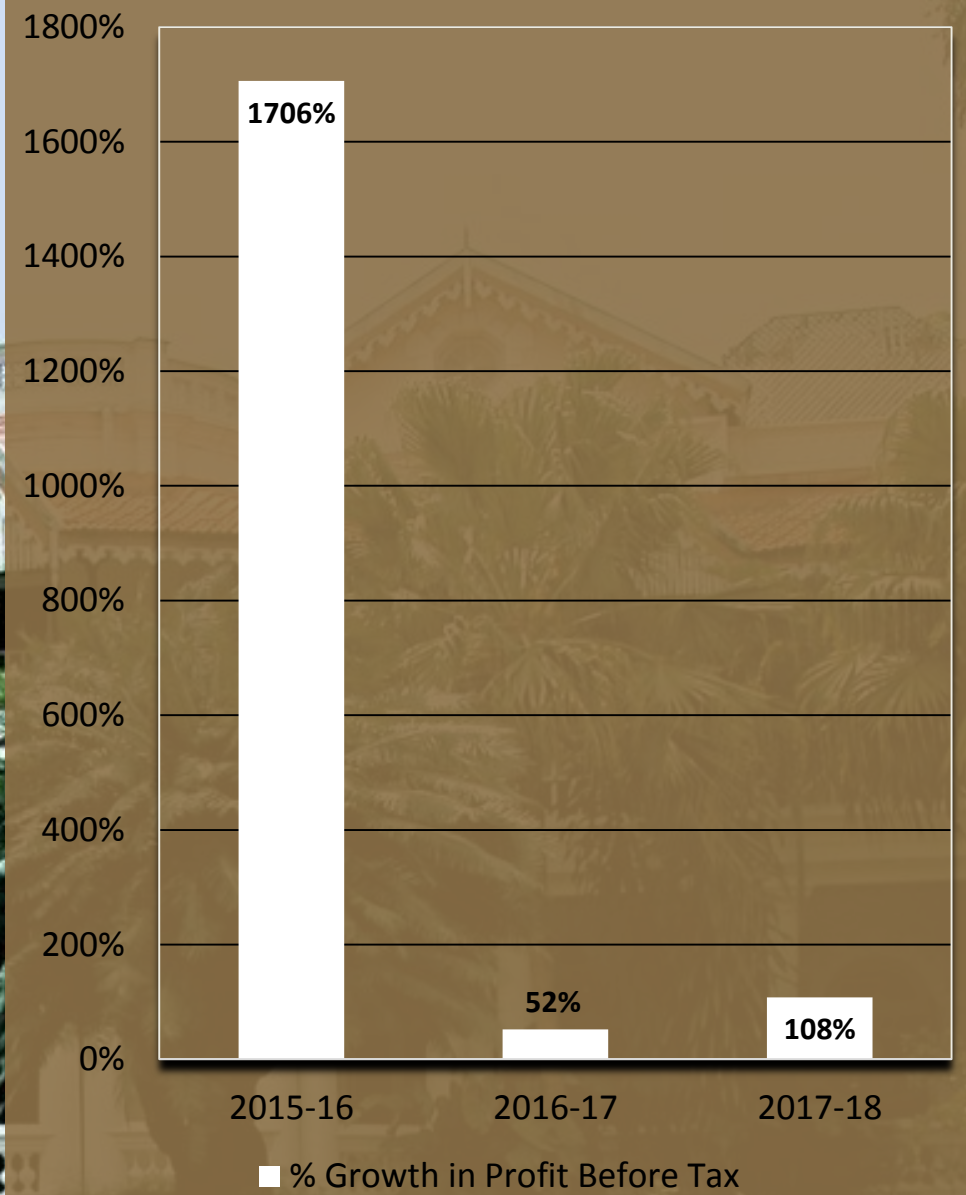
***A block of 40 luxury and luxury grande rooms under renovation in 2016-17*



Business Performance

Growth - Profit Before Tax

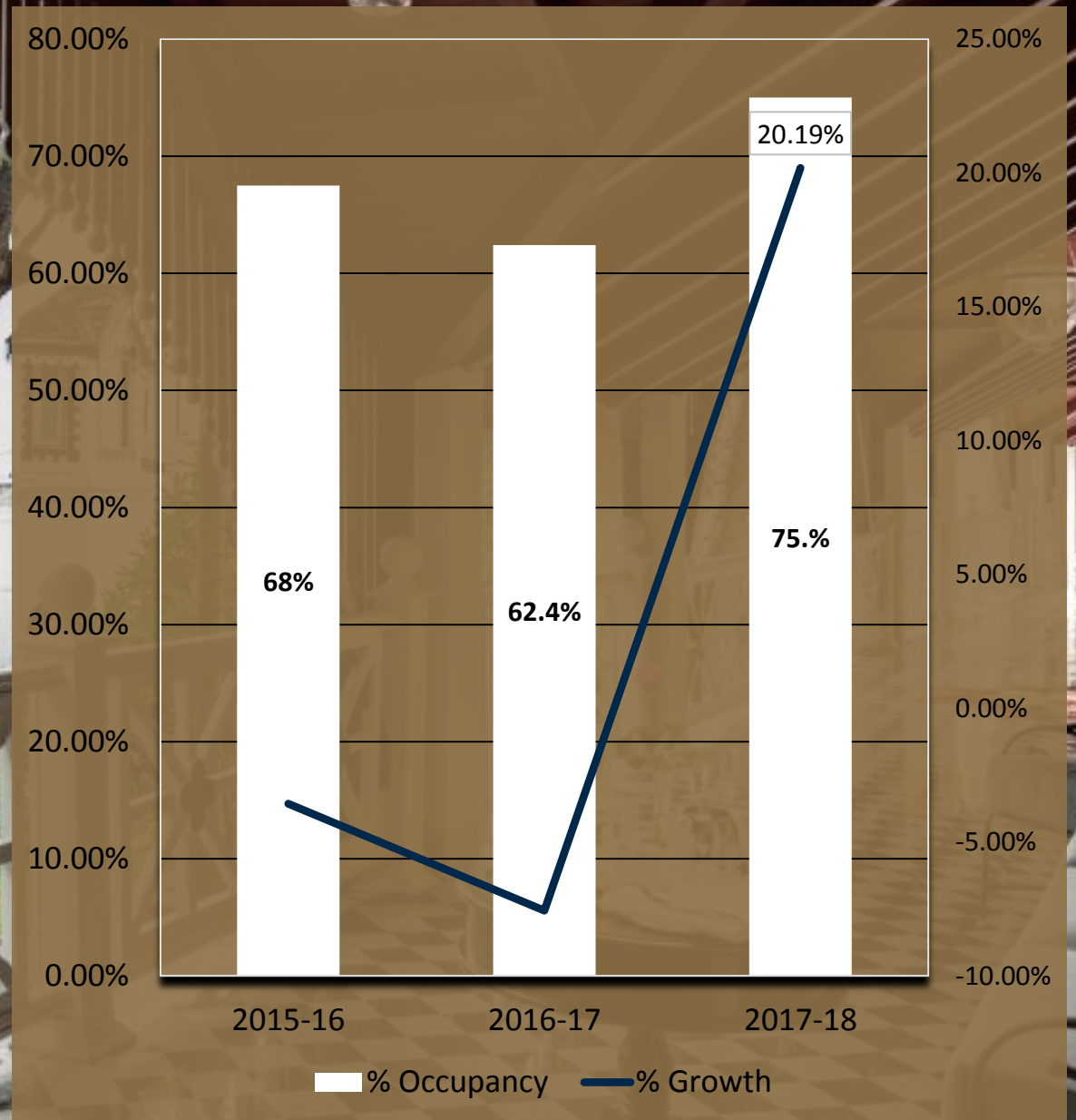
***A block of 40 luxury and luxury grande rooms under renovation in 2016-17*



Business Performance

Growth – Occupancy

***A block of 40 luxury and luxury grande rooms under renovation in 2016-17*

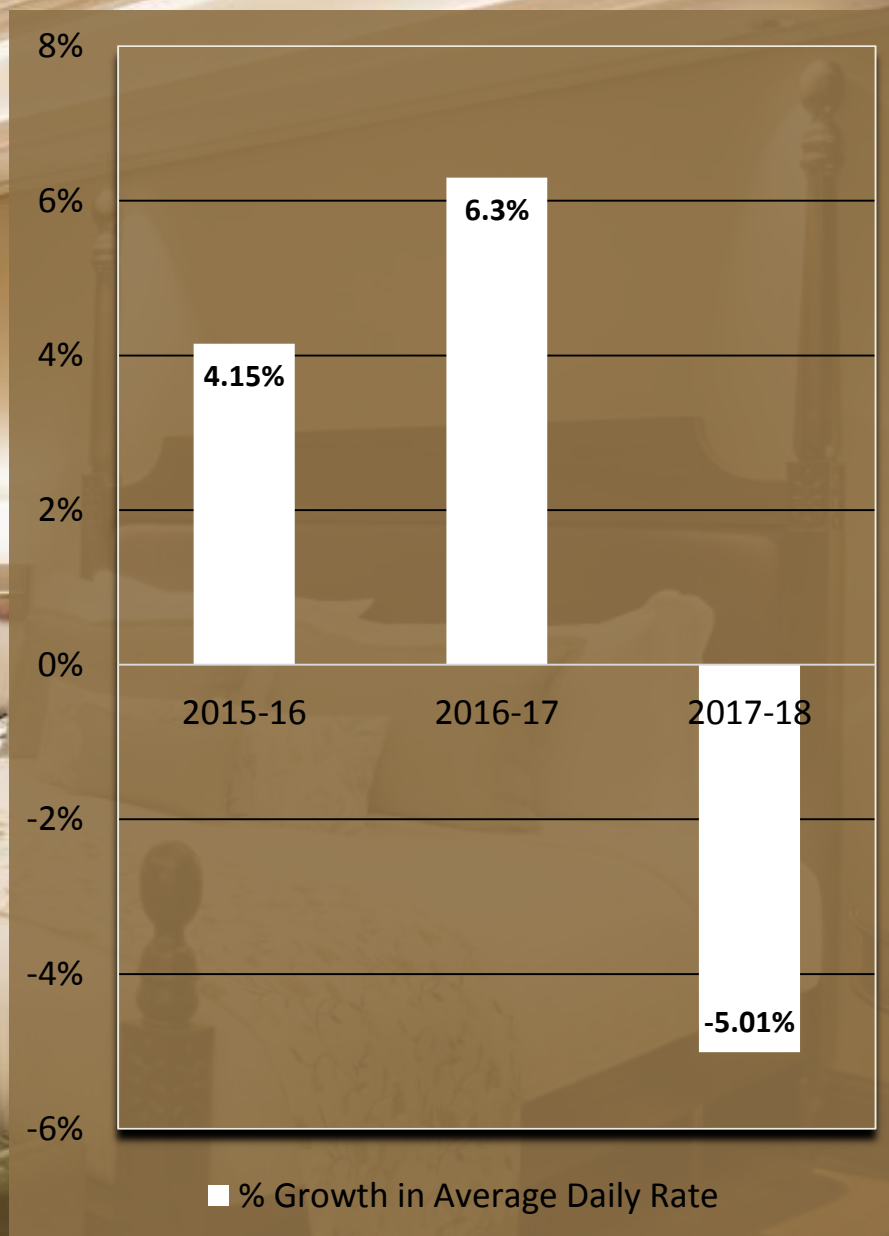




Business Performance

Growth - Average Daily Rate

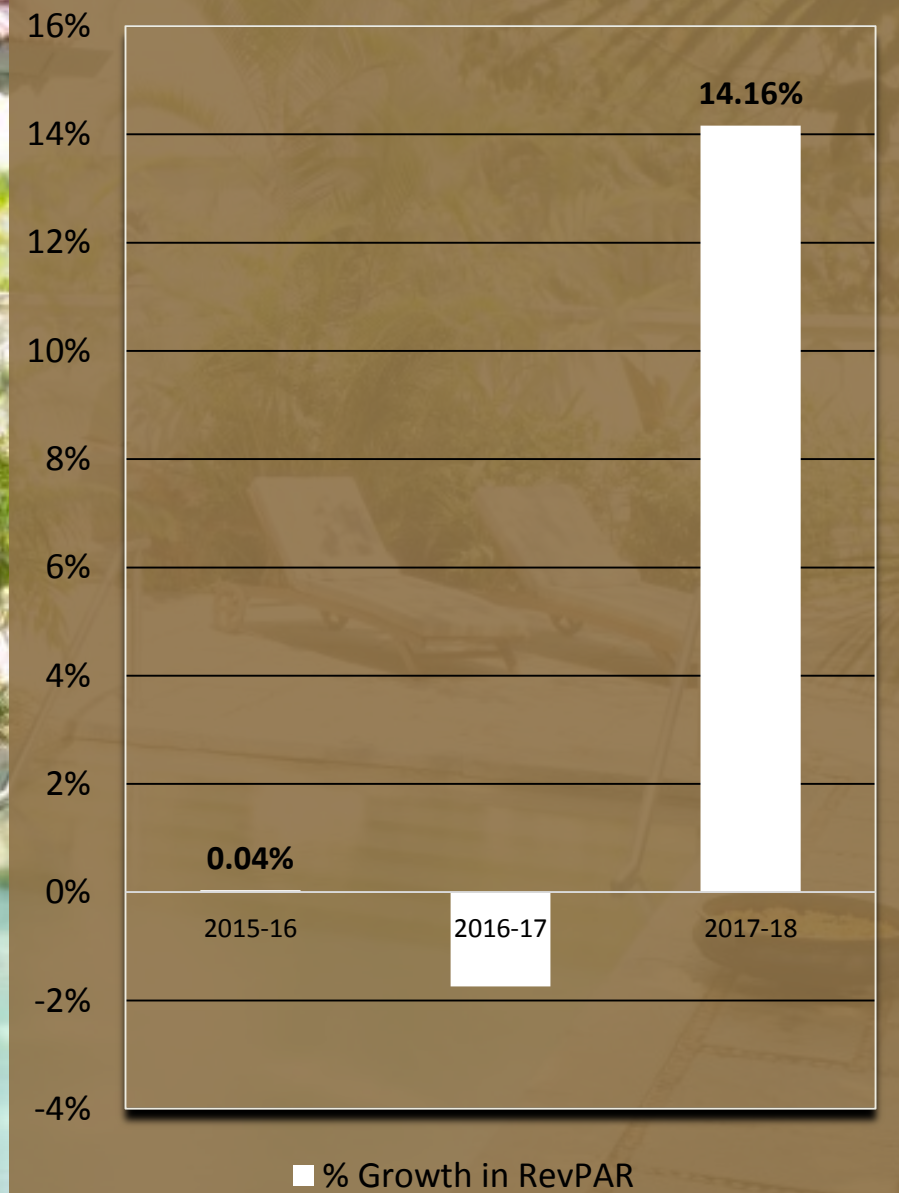
***ADR reflects a decline in 2017-18 as higher category rooms were being sold during the renovation phase in 2016-17*



Business Performance

Growth – RevPAR

***A block of 40 luxury and luxury grande rooms under renovation in 2016-17*





THE TAJ WEST END
Bangalore



I was so pleased to spend time here at this beautiful hotel. Thank you for your hospitality.

8 November 2016



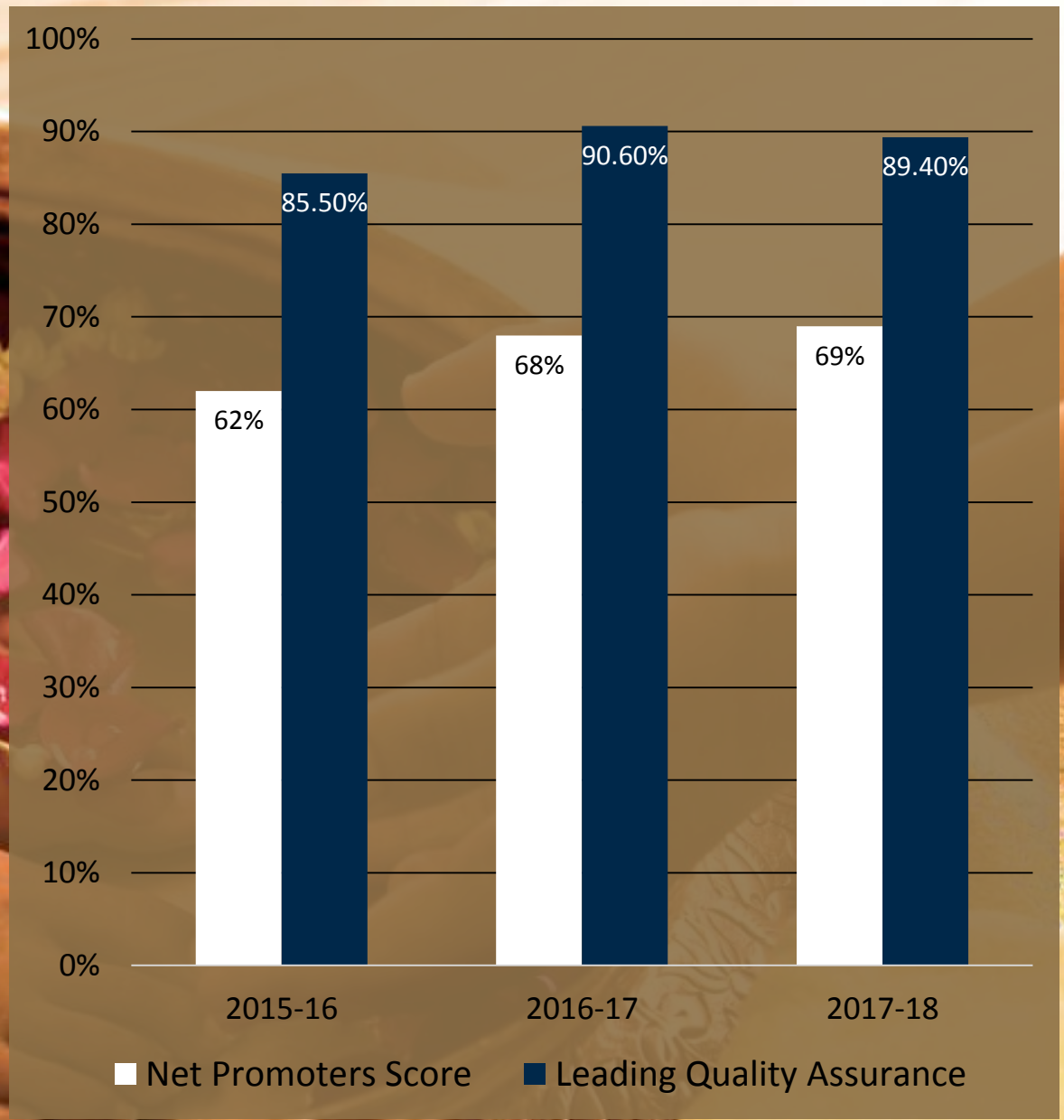
Guest Centricity

Taj West End has played host to visiting dignitaries from the globe including British Prime Minister Theresa May, German Chancellor Angela Merkel, President of Germany Joachim Gauk and the President of Portugal António Costa



Guest Centricity

Driving Guest Satisfaction & LQA Standards
Taj West End has been ranked No. 1 in the city on LQA scores for 3 years in a row





Staff Management

Learning & Development

Quality Control Programmes

Regional Business Excellence Managers

Custodians of overall brand guidelines & organizational processes

Hygiene Management

Maintenance/upgradation of sanitation and hygiene standards

Process Improvement Teams (PITs)

Ensure enhancement of processes and service designs across departments

FCS

Addressing service requests within the stipulated timeframe

Third-party Audits

Diversey International for Hygiene Audits, Earth Check for Sustainability Audits and DVN GL for Fire & Safety Audits of the hotel

Safety Council

Analyses and reviews actions of the safety committee

Personal Implications

Dedicated weekly meetings to drive business excellence through brainstorming sessions and deep-diving into complaint stratification

Bi-weekly walk-throughs and weekly trackers addressing recurring concerns for compliance

Personally partake in all PITs for hands-on understanding of deviations & contribution towards problem resolution

Daily tracking and monthly trend analysis with all stakeholders

Leading the Good to Great Taskforce- bi-Annual inter-hotel audit comprising domain experts from various hotels across IHCL to study best practices and strengthen OFIs

Presides over monthly meetings of the council, prioritizes and allots CAPEX to ensure a safe environment for all stakeholders

Guest Centricity

Quality Control Programmes & Personal Implications



Staff Management

Tools for Increased Motivation & Satisfaction



Performance Pay



Special Thanks And
Recognition System



Merit Increase Exercise



People Engagement

Trust

- Fairness with all stakeholders
- Transparency in what we do
- Free Flow of Information
- Alignment of all stakeholders

Awareness

- Enhance awareness about plans, strategies, tactics and processes
- Work together to create greater enterprise value
- Participative in our decision making

Joy

- Derive joy and happiness from what we do and how we do it
- Serve all stakeholders with utmost joy and dedication
- Share our success with all stakeholders

Staff Management

Corporate Vision



Marketing & Communication

Actions & Campaigns



12-month strategic GDS
Campaign showcasing
Differentiators with ROI of 1:8



Pay Per Click campaign across
source markets with
ROI of 1:8



Hugely successful
Social Media Campaigns
promoting Staycations



Marketing & Communication

Creating Signature Experiences

Community Development

Involvement in Community



- Adoption of Munshi Ghats (banks of River Ganges), turning it into a model ghat
- Organising picnics & yoga classes for the underprivileged on the ghats
- Creating sustainable livelihoods in horticulture and other suitable departments at the hotel

Devastating floods and landslides affected Coorg, a hill station in Karnataka in August 2018

- Evacuation and relocation of guests and hotel staff at Taj Madikeri Spa and Resort, Coorg
- Relief work for residents of Coorg
- Over 200 families & 500 individuals in relief camps benefitted





Community Development

Involvement in Community

- **Golden Threshold Programme:** A three year hotel management programme, which in its very first year saw great success with 22 enrolments.
- **Hunar Se Rozgar:** An initiative wherein underprivileged children are trained in Food Production & Housekeeping. The programme has benefitted over 85 students in the past year.
- **Adopted ITI, Chennarayapatna,** setting-up the infrastructure for advanced training in Food Production. A total of 168 youth have been trained under the Modular Employable Skills Program.
- **Art for Charity:** Associated with reputed organizations such as Rotary Club and Art for Concern to host art shows. Proceeds from the sale of art are used to improve lives of under privileged children in different parts of the country.
- **Transplanting trees for BBMP** (a local government body) to preserve Bengaluru's ecological heritage

- Skai International
- Federation of Hotels & Restaurants Association of India
- Hotel Association of India
- South India Hotels & Restaurants Association
- Federation of Karnataka Chambers of Commerce and Industry
- Bangalore Chambers of Industries and Commerce

Professional Associations

Memberships & Affiliations



- **National Tourism Award in October 2017** - Best Hotel under 5 Star Deluxe Category
- Accolades at the **South Asian Travel Awards 2018**, held at Taj Mahal Palace, Mumbai
 - South Asia's Leading Heritage Hotel / Palace
 - South India's Leading Heritage Hotel / Palace
 - South Asia's Leading Luxury Hotel / Resort
 - Leading Luxury Hotel/ Resort, South India
- **FHRAI Awards** - Environment Champion of the year Award – 2017 & 2018
- Accolades at the **South Asian Travel Awards 2017**, held at Addu City, Maldives
 - South Asia's Leading Heritage Hotel / Palace
 - South Asia's Leading City Hotel
 - South India's Leading Heritage Hotel / Palace
 - South India's Leading City Hotel
 - Leading Luxury Hotel/ Resort, South India
- **FKCCI Best Hotel (Luxury) from Karnataka Tourism Awards 2016**
- **Conde Nast Traveller's US Readers' Choice Awards List-** Taj West End among Top 20 Hotels in India & the Himalayas: Reader's Choice Awards 2015
- **Earth Check Gold Certification** - Since 2009

Awards & Accolades



Somnath Mukherjee receives the award for the Best 5- Star Luxury Hotel from Honorable President of India Shri Ramnath Kovind at The National Tourism Awards