



**There is Only  
ONE EARTH**



Prelude to PETEX INDIA  
**PETEX PAWSOME BASH**

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Post Show Report  
**SWASTHYA AYUSH &  
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Hotel and Facilities  
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**TOURIST ATTRACTION**  
Warangal: Telangana's Crown Jewel

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Business Head  
HITEX Exhibition Center

## For a Prosperous and Sustainable Future

Dear Readers,

India's travel and tourism sector is slated to contribute a whopping US\$200 billion to the economy in 2023, according to the World Travel and Tourism Council (WTTC). This significant growth presents a tremendous opportunity for job creation as well. It is estimated that the sector will generate around 1.6 million jobs, providing increased opportunities for women and youth to participate in the workforce.

The expansion of the Indian MICE sector is expected to have a positive impact on various aspects of the tourism industry. This growth will be instrumental in promoting Green Tourism, driving Digitalization, fostering Skill Development, and supporting Tourism MSMEs.

The current landscape, hence, presents a favorable environment for the events and exhibitions industry, as it anticipates a surge in the presence and participation of both international and domestic attendees. HITEX, a leading venue for such gatherings, takes pride in our recent successful shows and eagerly looks forward to hosting our own events in the coming weeks.


With the manufacturing sector in India experiencing significant growth, there is an expectation of increased footfall at our dedicated manufacturing shows like HIMTEX (Hyderabad International Machine Tool & Engineering Expo).

We are delighted to announce the launch of two new shows. Firstly, Facility Management, which is scheduled to take place in February 2024, aims to address the growing importance of efficient facility management practices and their impact on various sectors.

The second show, centered around Effluents and Waste Handling, is to be launched in the next financial year. It will focus on sustainability, recycling, and automation in manufacturing and service sectors, aligning with the global push for environmental conservation and responsible waste management.

These new shows reflect HITEX's commitment to cater to the evolving needs of industries and provide platforms that facilitate knowledge sharing, networking, and business opportunities. They also highlight their emphasis on sustainability, which is a prerequisite for driving innovation and propelling the nation towards a prosperous future.

HITEX is delighted to announce the launch of two new shows. The first show, focused on Facility Management, aims to address the growing importance of efficient facility management practices and their impact on various sectors. The second show, centered around Effluents and Waste Handling, will emphasize sustainability, recycling, and automation in the manufacturing and service sectors.

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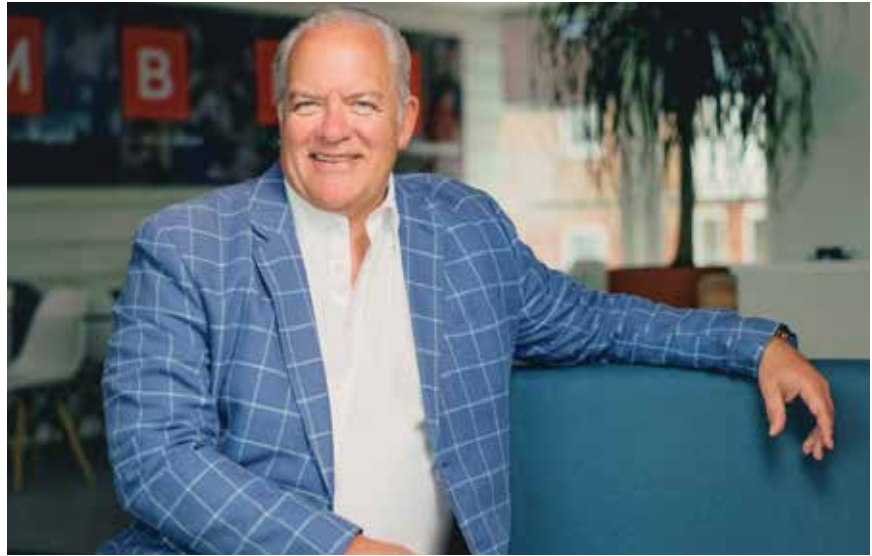


[www.hitex.co.in](http://www.hitex.co.in)

## UFI Elects Hugh Jones as President for 2024-25

The UFI Board of Directors has elected Hugh Jones, CEO RX, as the UFI President for the year 2024-25, and this decision will take effect at the completion of the 90th UFI Global Congress, which will take place this November 1-4, 2023, in Las Vegas, USA.

Jones will be elected UFI President at the 91st UFI Global Congress in November 2024 in Cologne, Germany. He offers a global perspective and an emphasis on digital innovation to UFI—the global association for the exhibition business that represents over 50,000 professionals in nearly 90 countries—and substantial experience directing



major acquisitions and integration processes.

Jones' appointment demon-

strates UFI's commitment to improving the exhibition business and creating global relationships.

### LuLu Group Announces Massive Telangana Investments

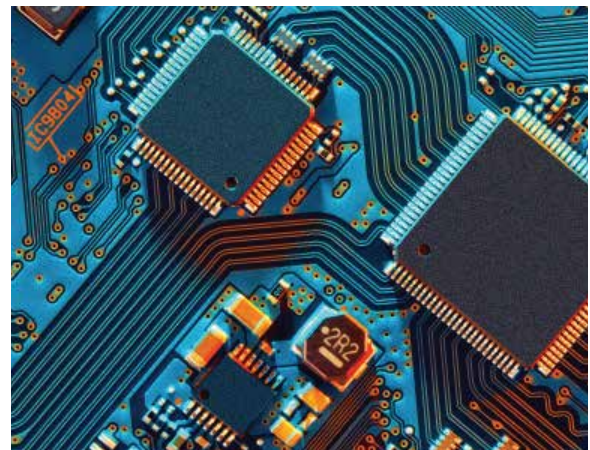


LuLu Group, a UAE-based company, aims to invest INR 3,500 crore in food manufacturing, logistics, and retail outlets in Telangana. MA Yusuff Ali, Chairman and Managing Director, LuLu Group, made the announcement in the presence of KT Rama Rao, Minister for IT, Industries, Municipal Administration and Urban Development, Govt of Telangana.

With State Government-allotted land, Shamshabad airport will host a cutting-edge logistics center and export processing plant for fruits, vegetables, millers, beans, and spices.

The LuLu Group would also procure rice from Telangana, build a meat processing plant, and fish processing unit. Manjeera Mall will be rebranded as LuLu Mall in Kukatpally and employ 2,000 people. The group plans to invest INR 10,000 crore in India over the next three years in various projects and employ 50,000 people. It has already invested over INR 20,000 crore in the nation.

### TCL Global Invests INR 225 Cr in Telangana



TCL Global, the world's largest consumer electronics manufacturing company, has announced an investment of INR 225 crore in Telangana, creating 500 employment opportunities. KT Rama Rao, Minister for IT, Industries, Municipal Administration and Urban Development, Govt of Telangana, announced this via Twitter, adding that washing machines will be produced in the company's new electronics manufacturing unit. He also noted that there is potential to expand the company in the future.

## Coimbatore Welcomes Food & Drink Processing

The Food & Drink Processing Expo 2023 is set to take place from July 5-7, 2023, in Coimbatore, CODISSIA Trade Fair Complex, and will include cutting-edge technology, innovations, and solutions in the packaging and processing industries.



The expo, co-located with the 13th edition of the Bakers Technology Fair, India Dairy Processing Expo, and India Food Pack Expo, is orga-

nized by Synergy Exposures & Events Pvt Ltd, and will also include focused seminars and B2B meetings to generate business prospects.

It will feature over 200 equipment manufacturers and solution providers demonstrating and showcasing their goods, and it is projected to attract over 15,000 visitors from India and around the world. The expo provides an excellent chance for food and beverage industry professionals to witness the latest technology, source innovative products, expand their network of contacts.

## Cairo Set to Host Steel, Iron, Castings, Pipes, and Wire Exhibitions



Messe Düsseldorf and the Arab German Exhibitions Company will organize the Middle East version of the world's top 4 iron, castings, pipes, and wire exhibitions. These exhibitions will coincide with the 13th Steel and Metal Industries Exhibition at the Egypt International Exhibition Centre in Cairo from September 2-4, 2023.

It is expected to feature exhibitors from over 20 countries and attract many specialized visitors in the metal, pipes, and cable

industries from around the world, contributing to the Egyptian export development strategy and qualifying it to launch Egyptian exports to many new markets and strengthen its presence in African countries.

The exhibition is intended to attract over 7,000 specialized visitors and achieve a contractual value of one billion dollars. METEC, GIFAA, Wire, Tube, and Green Manufacturing Conference are the planned exhibitions.

## SearchWide Global Looks for New IAEE President and CEO



SearchWide Global, an executive recruitment firm, has been tasked

with finding a new President and CEO for the International Association of Exhibitions and Events (IAEE), the world's largest association for the exhibitions and events industry.

The next CEO will be responsible for driving growth, innovation, and positioning IAEE for success, as well as promoting the value of exhibits and events around the world, providing strategic advice to the board, and representing the association in industry coalitions and alliances.

The incoming leader will build business plans, drive revenue, and advocate for IAEE and its members while overseeing a team of 25 and a budget surpassing US\$ 6 million. The recruitment firm is looking for a genuine, adaptable, and passionate leader with substantial expertise in the exhibits and events market or a comparable field. The ideal applicant will be capable of strategic thinking, problem solving, financial acumen, and governance skills.

## Hyderabad Housing Sales Surge Despite Rising Home Loan Rates

Hyderabad's real estate industry has seen a spike in housing sales, despite economic concerns and rising house loan rates. According to Anarock Research, 13,570 units were sold in the second quarter of 2023, a 21 percent rise.



This housing sales boom defies the odds and shows the city's real estate's growing appeal to homebuyers. The same period saw 10,470 new properties debut in Hyderabad. 43 percent of the new supply is for properties over INR 1.5 crore, despite a 51 percent annual reduction.

Hyderabad's housing industry thrives despite rising home loan rates and global economic headwinds. In Q2 2023, residential property values rose 10 percent to INR 4,980 per sq ft, demonstrating the city's resiliency and latent potential.

## PwC Survey Shows 54 Percent AI Adoption in Indian Manufacturing



India's manufacturing sector is embracing artificial intelligence (AI) and advanced analytics, as per PwC report. Around 54 percent of Indian manufacturing companies use AI and analytics, demonstrating a growing embrace of digital technologies.

Customer preferences, new distribution models, supply chain disruptions, and government programs like 'Make in India' and production-linked incentive (PLI) schemes drive the transition. Indian organizations prefer uniform digital solu-

tions throughout their facilities, focusing on people, policies, and mindsets, according to the report. 38 percent of Indian enterprises do not plan to adopt digital technologies.

However, most Indian manufacturers are following global trends and adopting modern technology like additive manufacturing, AI, analytics, AR/VR, and smart devices. Industrial manufacturing, hi-tech and electronics, and pharma and MedTech are spearheading digital transformation, according to the report.

## Micron to Build State-of-the-Art Semiconductor Facility in Gujarat

Ashwini Vaishnaw, Minister for Railways, Communications, and Electronics & Information Technology, announced that Micron Technology, the fifth-largest semiconductor manufacturer in the world, will build a state-of-the-art facility in Gujarat. At a press conference, the Minister revealed that the factory will create its first Indian-made semiconductor chip in 18 months, by December 2024.



contribution to India's semiconductor ecosystem. After meeting with Sanjay Mehrotra, CEO, Micron Technology in the US, Narendra Modi, Prime Minister of India, invited the company to

boost chip manufacturing in India. Micron's US\$ 825 million Gujarat assembly and test facility will serve domestic and international markets.

In 2023, development will commence in phases, with the first phase opening in late 2024. India and Gujarat will contribute US\$ 2.75 billion to the project. This plan will produce 5,000 direct jobs and 500 high-end engineering roles for India's semiconductor industry.

Vaishnaw stressed Micron's

## Delta Electronics to Invest in Indian Renewable Energy

Delta Electronics, a leading industrial automation company, will focus on renewable energy, energy efficiency, and the circular economy in India. The corporation announced a five-year, US\$ 500 million investment in India to increase manufacturing and research & development.



Delta Electronics India targets the Indian market with various manufacturing locations and over 3,000 staff. In the short term, the company wants to

increase product lines, penetrate new markets, work with local companies, improve operational efficiency, supply chain management, and customer service. It plans to invest in in-

novative Indian-market products and solutions, R&D, manufacturing, and distribution.

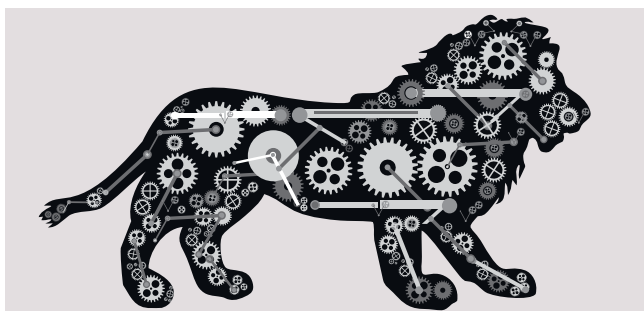
The company's unique products attempt to combat climate change and cut carbon emissions. However, Benjamin Lin, President, Delta Electronics India, noted the dearth of skilled workers in industrial automation, notably in robots, AI, and data analytics. As nations lower their carbon footprints and switch to clean energy, the firm sees growth potential.

## Amazon Commits US\$ 6.5 Billion to India by 2030

Amazon.com Inc revealed that it intends to boost its investment in India to US\$ 26 billion by 2030. The statement followed a meeting between Andy Jassy, CEO, Amazon.com Inc and Narendra Modi, Prime Minister of India, in the US, where Modi urged technology executives from Apple, Google, and Microsoft to invest in 'Make in India'.

This commitment follows Amazon Web Services' recent announcement to invest US\$ 12.9 billion in India by 2030. Previously, the company announced a US\$ 6.5 billion investment plan to boost its e-commerce operations and compete with Walmart's Flipkart and Reliance Retail.

The newly disclosed investment totals US\$ 6.5 billion. Modi and Jassy discussed assisting Indian entrepreneurs, job growth, exports, digitization, and empowering individuals and small businesses to compete worldwide during their discussion. Amazon's additional investment is consistent with other commitments made during the Prime Minister's visit.



## Walmart to Source Toys, Shoes, and Bicycles from India



Walmart, the US retail giant, plans to source toys, shoes, and bicycles from Indian vendors to boost Indian exports to US\$ 10 billion by 2027. The company seeks additional food, pharmaceutical, consumable, health and wellness, garment, and home textile suppliers.

Walmart organized a virtual meeting with domestic toy manufacturers to discuss quality standards for procuring straight from Indian suppliers. India's toy business, formerly a net importer, is rising. The company committed to triple its Indian exports to US\$ 10 billion by 2027 in December 2020, supporting Indian MSMEs. The company is increasing its logistics and supply chain collaborations with Indian companies.

Doug McMillon, CEO, Walmart, underlined the goal and discussed partnerships with Narendra Modi, Prime Minister of India, in India. To improve compliance and exports, the Department for Promotion of Industry and Internal Trade (DPIIT) is connecting Indian manufacturers with global companies.

## Nidec India Precision Tools Starts New Factory

Nidec Machine Tool Corp has unveiled intentions to build a new plant for its cutting tool manufacturer and seller, Nidec India Precision Tools Ltd, in Ranipet, Tamil Nadu, India.



The plant began its production on July 1, 2023, and specializes in making hob cutters, pinion cutters, and other cutting tools, with a production capacity 1.5 times greater than the current capacity. With this new plant, Nidec expects to offer its goods to fulfill the different needs of car makers and suppliers in the region due to its strategic location near Chennai and Bengaluru, where the country's automotive industry is centered.

The company intends to respond to the expanding demand for automotive components as India predicts sustained annual growth in vehicle unit sales and an increased need for transmissions.

## UP Chief Minister Opens Addverb's Modern Robot Manufacturing Facility



Addverb, a Noida-based global robotics and automation company, has opened its second green-field robot manufacturing factory in Greater Noida, Uttar Pradesh. Yogi Adityanath, Chief Minister of Uttar Pradesh, led the inauguration.

This new facility, named Bot-Verse, is the company's second Uttar Pradesh factory in three years. The company has also opened a Software Development Center in Noida to develop warehouse ro-

bots and material handling technologies.

The 600,000 sq ft plant produces 100,000 robots every year in several categories. With its green cover and bio-retention pond, Bot-Verse creates over 3,000 high-skilled young jobs and promotes sustainable manufacturing. The company wants to be a billion-dollar company by 2027 and help Uttar Pradesh become a trillion-dollar economy, as well as make India a worldwide robotics powerhouse.

## Hyderabad Airport Unveils Fully Automated Self-Baggage Machines

GMR Hyderabad International Airport Ltd (GHIAL) has introduced a self-baggage drop facility near entry gate number 9, with the goal of boosting efficiency and giving travelers a seamless travel experience.



The airport includes eight automated self-baggage machines with scanners, scales, and sensors. These machines enable 45-60-second luggage check-in. Passengers print their boarding pass and create a bag tag at a

self-check-in kiosk by selecting the baggage option and entering their information. After tagging their bags, passengers go to the self-bag drop unit, put them on the conveyor belt, and scan their boarding card. The

unit verifies baggage with the airline. Check-in agents help with concerns.

Pradeep Panicker, CEO, GHIAL, expressed contentment with the new self-baggage option, noting that it enhances travel and provides passengers with an enjoyable experience. The goal of implementing this technology is to streamline and speed up the check-in procedure at Hyderabad International Airport.

# Airbnb to Promote Heritage Tourism in India with Ministry of Tourism



Airbnb will promote heritage stays and cultural tourism in India through the Ministry of Tourism’s ‘Visit India 2023’ ini-

tiative. The MoU was concluded in the presence of G Kishan Reddy Union Minister for DoNER, Tourism and Culture; V Vidyavathi, Secretary, Ministry of Tourism; Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism; and Amanpreet Bajaj, General Manager, Airbnb India, Southeast Asia, Hong Kong, and Taiwan.

As per the Memorandum of Understanding (MoU), Airbnb will build a microsite called ‘Soul of India’ to showcase India’s rich culture and legacy to a worldwide audience, as well

as promote locations, provide travel insights, host recognition, and build capacity to advance Indian heritage.

The microsite will feature several heritage stays across the country, offering an authentic glimpse into India’s rich culture. Airbnb will also support hosts in untapped tourist destinations, helping them host responsibly. Airbnb’s one-year cooperation with the Ministry of Tourism will focus on improving India’s worldwide tourist ranking through new initiatives and ideas.

## India and US Agree on a Defence Sector Road Map



India and US agreed on a roadmap for future defence industry cooperation at a meeting in New Delhi between Lloyd Austin, Defence Secretary, US, and Rajnath Singh, Defence Minister of India. The talks between Singh and Austin focused on identifying ways to strengthen industrial cooperation.

Both sides identified opportunities for co-development of new technologies and co-production of existing and new systems, as well as facilitating increased col-

laboration between the two countries’ defence start-up eco-systems, to create a five-year roadmap for US-India Defence Industrial Cooperation. Washington wants to deepen military-to-military and technological relations with the world’s largest arms importer to offset China’s influence.

New Delhi wants global defence companies to work with Indian companies to make weapons and military equipment for domestic and export markets in the country. It is also reported that General Atomics Aeronautical Systems Inc wants to sell 18 high-altitude, long-endurance armed drones to India for US\$ 1.5-2 billion.

## DAZN Sets Up New Tech CoE in Hyderabad, Plans to Invest INR 1,000 Crore

DAZN, a UK-based sports streaming service, recently opened a new technology Centre of Excellence (CoE) in Hyderabad focusing on sports streaming technologies.

The company intends to invest INR 1,000 crore over the next five years in order to increase its headcount to roughly 4,500 by then. It has made an initial investment of INR 200 crore in its India Development Centre (IDC), which plans to employ 1,000 people by December 2023 and 2,500 by the end of December 2024.

The CoE, DAZN’s first in India and fifth globally after London, Leeds, Amsterdam, and Poland, has launched in HiTec City with over 350 employees in a 900-seater facility covering across 1 lakh sq ft.





# There is Only ONE EARTH

Protecting the environment has now become a compelling cause. It calls for us to be conscious of the way we consume our finite resources and seek ways to reduce, reuse, and recycle them. Mindful of the adverse impact its activities can be leaving on the environment, the events and exhibition industry too is adopting sustainable practices and making responsible choices.

**E**nvironmental protection, climate change mitigation, resource conservation, and social responsibility all depend on sustainable practices. In order to preserve ecosystems, biodiversity, and natural resources, they help us minimize resource consumption, lessen pollution, and encourage conservation. Sustainable practices combat climate change and foster a resilient future by implementing renewable energy sources, increasing energy efficiency, and lowering greenhouse gas emissions. A more inclusive and equitable society is produced by adopting recycling, waste reduction, responsible consumption, fair labor practices, ethical sourcing, and support for local communities.

Fortunately, the post-covid era is witnessing a surge in the number of events and exhibitions. Although it is a compelling reason to rejoice and celebrate the long-awaited normalcy, the other side of the coin is that there is also an increase in the amount of waste generated, energy consumed, and carbon emissions released. Cognizant of its negative impact on the environment, the Events and Exhibition industry has become focused on mitigating it and adopting environmental-friendly practices.

**Thriving industry needs sustainable practices in place**

Exhibitions and events are among the crucial drivers of the economy. According to a report by the market intelligence and advisory firm Mordor Intelligence, the Indian Events and Exhibition Market size is expected to grow from US\$4,748.20 million in 2023 to US\$8,709.61 million by 2028, at a CAGR of 12.90 percent during the forecast period (2023-2028). Adding to the forecast, the report highlights

that the Government initiatives to help enterprises in different industries are expected to improve the need for events and exhibitions in the country.

Considering the industry's potential for significant growth, the industry is proactively embracing sustainable practices essential to mitigate the adverse impact its activities may have on a larger scale. The following are a few:

**Green Venue Selection:** Event organizers are choosing venues that have strong sustainability practices in place. These venues may have certifications such as LEED (Leadership in Energy and Environmental Design) or focus on minimizing energy consumption, water usage, and waste generation. LEED is a globally recognized green building certification program that assesses the sustainability and environmental performance of buildings and encourages the adoption of eco-friendly practices.

**Energy Efficiency:** Events and exhibitions are implementing energy-efficient practices by utilizing LED lighting instead of fluorescent bulbs, energy-efficient equipment, and optimizing energy consumption throughout the event. This helps to reduce the carbon footprint associated with energy use. Some event organizers have even switched to renewable energy sources to power tradeshow booths, halls, and exhibition grounds.

**Waste Management:** The industry is adopting waste management strategies such as recycling, composting, and minimizing single-use items. Waste segregation systems, recycling stations, and partnerships with waste management companies are becoming com-



HITEX's upcoming Hall 4 has obtained pre-certification as a Platinum-grade facility from the US Green Building Council (USGBC), which is the highest level of certification within the LEED rating system."

**Srikanth TG**  
Business Head  
HITEX

mon practices to minimize the environmental impact. Opting pre-fabricated, ready-to-use, and reusable booths is another way towards minimizing waste.

**Sustainable Materials and Design:** Event organizers are choosing sustainable materials for decorations, signage, and booths. This includes using eco-friendly materials, recycled materials, or opting for reusable items. Sustainable design principles are employed to reduce material waste and enhance resource efficiency.

**Transportation and Logistics:** Efforts are made to minimize the carbon footprint associated with transportation and logistics. This includes pro-



All image source: HITEX

HITEX's upcoming Hall 4 has obtained pre-certification as a Platinum-grade facility from USGBC

moting public transportation, encouraging carpooling, utilizing fuel-efficient vehicles, and optimizing delivery routes. Carbon offset programs are also being considered to neutralize the emissions generated.

**Digitalization and Technology:** Embracing digital solutions and technology helps reduce paper usage, streamline operations, and enhance efficiency. Mobile apps, digital ticketing, and virtual exhibitions are being adopted, minimizing the need for printed materials and reducing resource consumption.

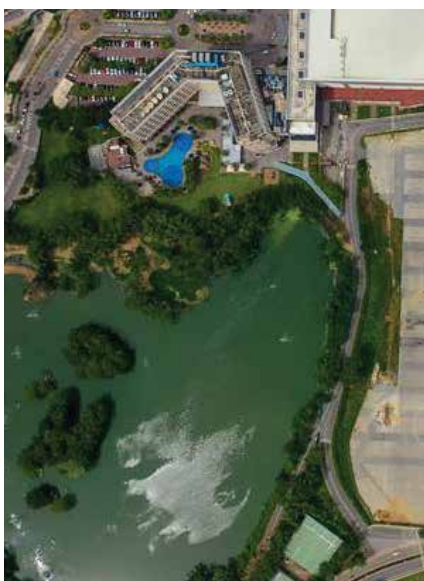
**Stakeholder Engagement and Education:** The industry is engaging stakeholders, including exhibitors, attendees, and suppliers, to promote sustainable practices and environmental awareness. Educational initiatives, sustainability guidelines, and best practices are shared to encourage active participation and collaboration.

**Encouraging Hybrid Events:** The pandemic era taught us valuable lessons about adapting to changing times in order to stay afloat and value the resources at hand in the process.

They allow for a wider reach and participation and also reduce the carbon footprint associated with travel and resource consumption.

**HITEX's Green Practices**

HITEX and Ace Urban Infocity have come together to initiate the Kotha Cheruvu Lake rejuvenation and conservation project. The lake is a precious water body located within HITEX's perimeter. Unfortunately, due to massive urbanization, it has been deprived of its original charm. Sewage from nearby residential areas has been flowing into the lake, polluting its surroundings.



All image source: HITEX

Beautification of Kotha Cheruvu Lake

As part of its corporate social responsibility, HITEX is striving to revive the lake and set a benchmark for similar projects that can be adopted by administrative bodies across India.

The lake restoration project aims at reducing pollution levels in the lake, creating a better habitat for aquatic organisms, improving the quality of water through filtration systems, providing recreational space for local residents, and providing eco-tourism opportunities.

Commenting on the ongoing conservation efforts for the lake, Srikanth TG, Business Head, HITEX, shares, "The jungle growth on the lake has been successfully cleared, and efforts have been made to clean the lake and its bed of weed growth. To enhance the purification process, innovative green technology has been employed, which includes the establishment of floating beds in the lake. These floating beds play a crucial role in purifying the lake water. Furthermore, to promote better oxygenation and purification, ten surface aerators have been strategically deployed in the lake."

"In addition to the conservation efforts, plans are underway to revitalize the lake by creating a well-defined walkway and a dedicated cycle path. These additions will not only enhance the aesthetic appeal but also provide a recreational opportunity for the visitors. Moreover, specific recreational zones will be developed, especially for children, aiming to bring people closer to nature and foster a deeper appreciation for the natural environment," he adds.

With regard to waste management, the esteemed ven-

### Small Changes for Bigger Shifts

**Avoiding Single-Use Plastics:** The industry should aim to minimize or eliminate the use of single-use plastics such as plastic bottles, straws, and disposable food containers.

**Minimizing Food Waste:** Event organizers should work closely with caterers to accurately estimate food quantities, encourage responsible portion sizes, and implement effective food donation or composting programs.

**Reducing Carbon Emissions from Travel:** Encouraging virtual attendance or organizing regional events to minimize long-distance travel can be considered.

**Addressing Energy Consumption of Exhibits:** It is important to educate and encourage exhibitors to use energy-efficient lighting and equipment, avoid excessive power consumption, and optimize their exhibit design to minimize energy demands.

**Going Digital:** A way to minimize paper waste is by transitioning from traditional paper-based signs to digital signage. Embracing a complete digital registration process can lead to the elimination of the use of paper forms.

**Ensuring Transparency and Accountability:** Encouraging event organizers to report on their sustainability practices and progress can help foster a culture of continuous improvement.

**Promoting Sustainable Sourcing:** Along with embracing sustainable materials, encouraging exhibitors and suppliers to prioritize sustainable sourcing, such as using locally sourced or fair-trade products, can contribute to a more sustainable supply chain.

ue provider and events organizer is in talks with a startup company that is into waste management. "They employ procedures and manpower to segregate waste generated while setting/dismantling an expo. The segregation of the waste is based on different categories, ensuring that it can be sent for recycling instead of being disposed of in landfills," informs Srikanth.

Furthermore, HITEX's upcoming Hall 4 has obtained pre-cer-

tification as a Platinum-grade facility from the US Green Building Council (USGBC), which is the highest level of certification within the LEED rating system. "This certification validates that the construction of the facility has been carried out with a minimal carbon footprint. Moreover, the operational energy consumption of the facility will be significantly reduced, resulting in substantial environmental conservation and energy savings," he adds.



All image source: HITEX

# Celebrating Opulence & Elegance

Hyderabad International Jewellery Show (HIJS 2023), a B2B jewelry trading and sourcing platform, hosted its grand inaugural edition from May 19-21 at the HITEX Exhibition Centre in Hyderabad. The show attracted a constant flow of customers, attracting serious buyers intent on acquiring and creating long-term contacts.



**H**IJS 2023 attracted 300 exhibitors in 1,000 booths spread over 1,50,000 sq ft of exhibition space, gathering leaders and key stakeholders from the South Indian gems and jewelry industry. "As an exclusive platform for studded jewelry, HIJS has witnessed a significant influx of visitors from around the world, including the Middle East, UK, and USA, who come to explore and source exceptional studded jewelry designs," said V K Manoj, Project Director, United Exhibitions.

Regarding the inception of the show, he elaborated, "HIJS holds great significance for our expansion plans in 2023-24. While we initially had to postpone these plans due to other major projects, this year we were able to bring them to fruition with the support of HITEX and the availability of favorable dates." HIJS aims to serve not only Hyderabad and the Telugu States but also the entire South India, attracting individuals seeking exclusive collections of studded and close-setting diamond and gemstone-studded jewelry.

**Catalysts for Industry Growth**

The organizers left no stone unturned to make sure that the right audience came to the show. "We are delighted

"As an exclusive platform for studded jewelry, HIJS has witnessed a significant influx of visitors from around the world, including the Middle East, UK, and USA, who come to explore and source exceptional studded jewelry designs."

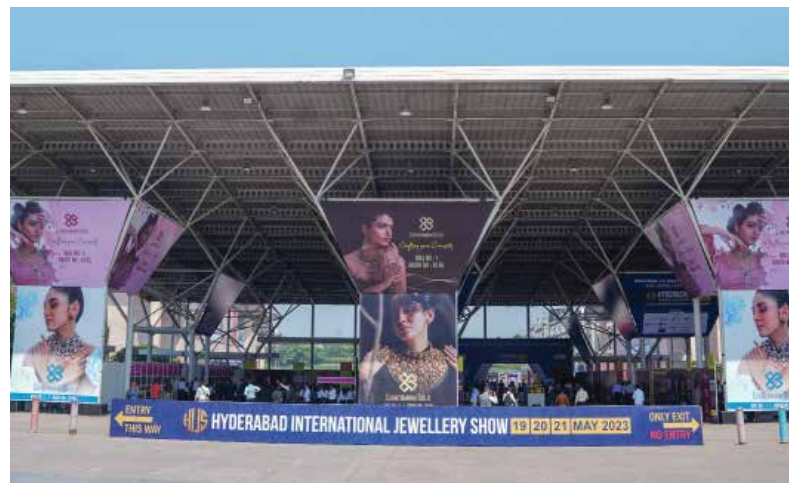
**V K Manoj**  
**Project Director**  
**United Exhibitions**



by the fantastic response we received for pre-registrations, which were conducted with strict scrutiny and verification processes, ensuring privacy and maintaining the B2B nature of the event," explained Manoj. "To ensure the success of the show, we collaborated closely with associations and federations in the jewelry industry. These alliances serve as anchor points in each state, allowing us to understand local needs, assess demands, and analyze the supply and demand dynamics in different regions."

Jewelry fraternity from across India supported and participated in HIJS. Twin Cities Jewellers Association, The AP Bullion Gold Silver & Diamonds Merchants Association, Telangana Bullion Gems and

HIJS 2023 attracted 300 exhibitors in 1,000 booths spread over 1,50,000 sq ft of exhibition space, gathering leaders and key stakeholders from the South Indian gems and jewelry industry.



Jewellers Federation, The Karnataka Jewellers Federation, and Tamilnadu Jewellers Federation are just a few examples. "We extend our gratitude to industry patrons, associations, and federations for their invaluable support in disseminating information about HIJS

to the grassroots level through their member associations," he expressed. The trade media in the jewelry industry also played a crucial role in raising awareness and generating visibility across India. He further added, "It is encouraging to witness jewelers from Maharashtra, Kolkata, and other regions attending the show, as it indicates the growing exposure and benefits for both retailers and manufacturers."

### Exclusive Pavilions and Special Sections

There were special sections in the show for each of the following: Hall of Fame Jewellery Pavilion, Exclusive Couture Pavilion, Lab Grown Diamonds Pavilion, Silver Pavilion, and Machinery and Allied Products Pavilion. Manoj responded, "We also conducted awareness events, as jewelry exhibitions are not solely about securing a suitable venue and dates. Jewelry is a commodity that thrives on aligning with the right occasions, such as weddings, birthdays, and festive seasons like Diwali and Akshay Tritiya."

A panel discussion on the 'Role of Associations in the Growth of the Jewellery Sector' was also organized at the event. The evening fiesta, the Kohinoor Jewellery Awards,





was the cynosure of day one, honoring the mainstays and renowned brands of the Indian jewelry industry. The All India Gem and Jewellery Domestic Council (GJC) organized its inaugural regional conference in connection with HIJS 2023 on the second day, which was attended by almost 500 key representatives of the trade from around South India.

### **A Perfect Timing**

The timing of exhibitions must be carefully considered, considering the auspiciousness of jewelry purchases in each state. "For example, Akshay Tritiya is a significant occasion for gold purchases in Telangana and Andhra Pradesh, while Diwali and Onam hold importance in Tamil Nadu and Kerala, respectively," Manoj explained. "We meticulously research the cultural significance of jewelry in each region to determine dates that align with favorable market conditions and avoid clashes with concurrent shows. The chosen dates for Hyderabad were based on extensive analysis, considering that the first

quarter of 2023 already had a significant number of jewelry exhibitions, which could impact the visibility of our show and the quality of exhibitors."

### **Hyderabad: Thriving Jewelry Market**

Both Andhra Pradesh and Telangana hold immense potential as jewelry markets due to their strong consumer bases, financial capacity, and cultural significance attached to gold. "We maintain an optimistic outlook for our expansion in this region and remain committed to an aggressive approach," asserted Manoj.

Hyderabad has seen tremendous expansion as a result of growing industrialization, urbanization, and the Telangana Government's designation of jewelry as one of 14 thrust industries under the industrial policy. A strategic location offering a myriad of advantages, he added, "We are grateful for the support of HITEX and look forward to securing additional halls in the future for the show, further amplifying its impact."

**POV**

# Catalyzing Growth in the Pharma Industry

The 9<sup>th</sup> edition of PharmaLytics expo once again offered the pharmaceutical community a conducive platform to pick up on the latest industry trends, innovations, and beef up its bond with pharma machinery & packaging, lab analytical & cleanroom, and pharma ingredients segments. Here are a few notable highlights of the show held on June 01-03 at HITEX, which proved to be the perfect backdrop for this remarkable gathering.

All image source: HITEX





PharmaLytics 2023 showcased the indomitable spirit of the Pharmaceutical industry, leaving a lasting impression as it drew to a close at the remarkable HITEX venue. With its undeniable success and the growing stature of Hyderabad as a thriving business hub, the stage is set for future editions of PharmaLytics in this vibrant city.

PharmaLytics, now in its 9th edition, has undergone an evolution since its inception as 'Bio Pharmalytica' in Bangalore. After the first year, the 'Bio' element was discontinued, and the show continued under the brand name PharmaLytics. Initially held in Hyderabad until 2018, the show briefly moved to Delhi and Mumbai. The show has maintained its continuity

without any significant breaks and was successfully organized at HITEX in 2021, before taking place in Mumbai in 2022.

Once again, Hyderabad has reaffirmed its position as the perfect host city for future editions of the show, as the 2023 edition witnessed an incredible response and enthusiastic participation. "With attendees from 21 other states and 16 foreign

"With attendees from 21 other states and 16 foreign countries, PharmaLytics is increasingly gaining an international profile. Hyderabad, being the gateway to South India, attracts a diverse range of visitors. Our aim is to position the show in Hyderabad, which is emerging as a major business hub for the Pharmaceutical industry."



**Yogesh Mudras**  
**Managing Director**  
**Informa Markets India Pvt Ltd**



countries, the show is increasingly gaining an international profile. Hyderabad, being the gateway to South India, attracts a diverse range of visitors. Our aim is to position the show in Hyderabad, which is emerging as a major business hub for the Pharmaceutical industry," said Yogesh Mudras, Managing Director, Informa Markets India Pvt Ltd.

### Advanced Technologies Stole the Show

PharmaLytica 2023 unfolded as a platform for an extraordinary display of innovative ideas and cutting-edge advancements. The theme of the event centred around the industry's shift towards digitalization and automation. Exhibitors showcased their initiatives in automation, digitalization, and robotics, aligning with the overall conference theme. "The conference itself focused on the intersection of artificial intelligence and the Pharmaceutical industry, exploring how recent developments can lead to a brighter future, cost optimization, and reduced wastage in the industry," shared Mudras.

In light of Government-imposed price caps on finished products, optimizing production has become crucial, and PharmaLytica offered invaluable insights into achieving this objective.

The networking evenings at PharmaLytica were elevated by the presence of distinguished dignitaries, creating a conducive platform for meaningful discussions, fostering valuable connections, and laying the foundation for future collaborations. "We are proud to have industry leaders and renowned speakers who shared their expertise and insights during the conference. Notably, Jayesh Ranjan, Principal Secretary of





the Industries & Commerce (I&C) and Information Technology (IT) Department, Telangana Government, who actively supports the show, announced the establishment of the Pharma City, which will place Hyderabad on the global map. International market advancements are also a key focus of discussion," he further shared.

"Lastly, we unveiled the PharmaLytyca Digital platform, a comprehensive 360-degree initiative designed to benefit all exhibitors. The platform enables exhibitors to promote their products, engage with the community, and access end-to-end pharma solutions online," he added.

### Empowering MSMEs

The Pharmaceutical industry, predominantly comprising home-grown companies, represents a significant portion of the exhibition floor, with 85-90 percent of exhibitors falling under this category. As the Exhibition industry itself thrives on SMEs and MSMEs, many exhibitors, fueled by the aspiration to showcase their products at an international level, have experienced remarkable growth and expanded their

brand influence over time. "We have witnessed the growth and expansion of numerous companies over the years, and we take pride in serving as catalysts for their success. We firmly believe that the MSME segment holds the future of India and accord special attention to their needs. With the Government's emphasis on innovation, ideation, and manufacturing in India, MSMEs are leading the charge by producing for both the domestic and global markets," noted Mudras.

### Future Plans

PharmaLytyca 2023 showcased the indomitable spirit of the Pharmaceutical industry, leaving a lasting impression as it drew to a close at the remarkable HITEK venue. With its undeniable success and the growing stature of Hyderabad as a thriving business hub, the stage is set for future editions of PharmaLytyca in this vibrant city. The organizers, exhibitors, and participants are eagerly looking ahead, ready to embark on a journey of discovery, innovation, and shaping the future of the pharmaceutical landscape. **POV**



All image source: HITEX

# A Fun-filled Prelude to the 6<sup>th</sup> Edition of PETEX INDIA

PETEX Pawsome Bash, a delightful one-day affair, set the stage for the highly anticipated PETEX INDIA, which is to be held from December 22-24, 2023. The event offered an array of distinctive activities, captivating the imagination of children and their beloved furry companions and inviting families to embark on an unforgettable outing together.





Serving as a prelude to the main event, the PETEX Pawsome Bash aimed to actively engage participants, ignite their enthusiasm, and prepare them for the immersive experience that awaits at PETEX INDIA. In essence, the event provided an enriching environment for families to create lasting memories, explore new possibilities, and eagerly anticipate the upcoming PETEX INDIA event.





The PETEX Pawsome Bash offered attendees a glimpse into the excitement and wonders that await them during the three-day mega event. Held at HITEX Exhibition Center on June 10, 2023, PETEX Pawsome Bash brought together pet owners, pet lovers, and their wonderful pets.



**IPHEX 2023****July 5-7, 2023****Pharmaceuticals Export  
Promotion Council of India**

One of the largest showcases of Indian pharmaceutical products and technologies, this International Pharma and Healthcare Exhibition is expected to draw over 400 overseas buyers.

**JONITA GANDHI - LIVE IN  
CONCERT****July 22, 2023****M/s Sathvika Productions**

Jonita Gandhi, the popular Indian-Canadian playback singer, will be performing live in Hyderabad, enthraling the audience with her soulful voice and catchy melodies.

**STYLE TATVA****July 22-23, 2023****FICCI Ladies Organisation (FLO)**

A Home Décor and Fashion spectrum with an excellent roster of women entrepreneurs, offering a platform to shop, business opportunities, interaction, and display skills and products.

**IGBC GREEN PROPERTY SHOW****July 28-30, 2023****M/s Confederation of Indian  
Industry**

A Property Show featuring Hyderabad's greenest landmarks gives everyone a chance to choose a sustainable modern lifestyle by bringing together Green Certified and Pre-Certified Projects.

**HIPLEX****August 4-7, 2023****Telangana And Andhra Plastics  
Manufacturers Association  
(TAAPMA)**

The International Plastics Expo will showcase the latest technology and machinery needed to manufacture raw materials, plastics, and petrochemical products with global participation.

**DEEP MELA 2023****August 11-13, 2023****Deepshika Mahila Club**

The Club's annual Home & Family Exhibition is a charitable endeavor to encourage handicrafts, small-scale industries, and entrepreneurs by showcasing their innovative creations.

**IIOO EXPO 2023****August 12-14, 2023****S D Promo Media Pvt Ltd**

India International Optical and Ophthalmology (IIOO) Expo is a three-day opportunity for optical retailers, dealers, and distributors to connect and showcase their products and technologies.

**HIMTEX****August 18-21, 2023****HITEX**

The Hyderabad International Machine Tool & Engineering Expo (HIMTEX) brings together manufacturers and consumers to promote the Indian Machine Tools Industry on an international scale.

**IPEC 2023****August 18-21, 2023****HITEX**

India Process Expo & Conference (IPEC) brings together the best in process engineering and showcases new products and services from across India for business expansion.

**HITEX SPORTEXPO INDIA 2023****August 25-27, 2023****HITEX**

A premier B2C platform where brands and exhibitors from the Sports, Fitness, and Wellness Industry promote their products and services to their target audience.

**11TH CNC EXPO 2023****August 25-27, 2023****CNC Group**

The three-day exhibition showcases the latest CNC and Broadcasting Equipment and Systems.

**INDIA HORECA EXPO 2023****September 1-3, 2023****Synergy Exposures**

A B2B platform for Hospitality and Food Service suppliers to exhibit their latest products.

**BRIDAL ASIA****September 2-3, 2023****Services International**

A first-of-its-kind exhibition that showcases a handpicked collection of bridal couture, jewelry, and accessories from across Asia.

**IICP EXPO****September 5-6, 2023****RAY One Agri Consulting LLP**

India International Crop Protection (IICP) Expo will highlight methods to protect crops from pests, diseases, biotic & abiotic stress, climate change, nutritional needs, and other issues.

# A Gateway to the Enchanting World of Aquariums



All image source: HITEX

**Aquascaping Workshop, led by renowned Aquascaper Mayur Dev, was a huge success, enthralling aquarium enthusiasts, as part of the Run-Up Events of the 6th Edition of PETEX INDIA, at HITEX. The event, held on June 24-25 for hobbyists and June 26 for shopkeepers, enhanced participants' knowledge and skills and renewed their interest in the fascinating world of aquariums.**



According to Mayur Dev, Owner, Aquarium Products India, the Workshop aimed to promote the art of aquascaping and encourage participants to embrace nature in their lives. "The workshop was well received by participants of all ages, including a diverse range of individuals, from a 10-year-old child to a 50- to 60-year-old gentleman. The event emphasized the importance of observing nature, using imagination, and exercising patience in creating captivating aquascapes," he shared.

### Discovering the Art of Aquascaping

"Aquascaping, can loosely be described as landscaping underwater that combines plants, fish, and aquatic elements to create beautiful and natural-looking aquariums. It's a relatively new form of art that combines elements of design, biology, and craftsmanship," Dev explained.

"We draw inspiration from Jap-

anese Zen gardens, utilizing principles such as the golden ratio and Fibonacci numbers to create visually appealing and natural-looking underwater landscapes." Aquascaping teaches participants about plant and fish maintenance, water factors, light requirements, and scientific principles like photosynthesis. It allows people to reconnect with nature while providing a relaxing and stress-relieving hobby.

Speaking of aquascaping benefits, Dev elaborated, "For children, it serves as a valuable educational tool, enhancing their understanding of scientific concepts while promoting creativity and a sense of responsibility. Homemakers find solace in aquascaping as it provides a means of relaxation and distraction from daily household chores. Working individuals, including those with high-stress jobs, appreciate the therapeutic effects of maintaining an aquarium, providing a much-needed





“PETEX INDIA, in recognizing the significance of aquascaping, has taken a commendable step by incorporating dedicated workshops in its events. The inclusion of aquascaping workshop is a valuable addition that distinguishes PETEX INDIA by encouraging involvement, information sharing, and providing a more meaningful experience for visitors.”

**Mayur Dev**  
*Aquarium Products India*  
 Owner and Renowned Aquascaper



various demands of the attendees. Dev shares his remarks on the workshop in three parts.

**Observation:** Participants were urged to extensively examine nature to gain insights into developing realistic and attractive aquascapes.

**Imagination:** Participants were encouraged to use their imagination to design unique and personalized aquarium layouts that align with their preferences, using the knowledge gained from observing nature.

**Patience:** This was emphasized as an essential aspect of aquascaping, as it takes time for plants to grow and develop into their desired forms. Participants were reminded to appreciate the journey of creating their aquascapes and embrace the incremental progress.

respite from the pressures of daily life. Furthermore, aquariums are useful in lowering anxiety and enhancing people’s overall well-being, with the presence of an aquarium having a calming impact even in clinical settings.”

**Workshop Insights**

The workshop was held in two sessions to accommodate the

**Ornamental Fishkeeping in Focus**

The ornamental fish-keeping





workshop taught participants about fish behavior and environmental needs. "The origins of this popular hobby can be traced back to the British era in India, and over time, ornamental fishkeeping has grown into a large industry with many species available to hobbyists," shared Dev. Explaining that ornamental fish maintenance requires knowledge of water parameters, diet, medications, and atmosphere, he added, "It is important to understand the unique needs of different fish species, as they originate from diverse rivers and possess distinct instincts and proper care and attention could significantly prolong ornamental fish lifespan."

### Enroute to PETEX INDIA

The workshop is slated to attract individuals interested in aquariums and aquascaping in the upcoming edition of PETEX INDIA. "PETEX INDIA, in recognizing the significance of aquascaping, has taken

a commendable step by incorporating dedicated workshops in its events," asserted Dev. "By combining exhibitions with informative sessions, PETEX INDIA provides a platform for attendees to learn and gain practical knowledge. Including aquascaping workshops is a valuable addition that distinguishes PETEX INDIA by encouraging involvement, information sharing, and providing a more meaningful experience for visitors."

Further, he added "Aquarium Products India intends to collaborate with PETEX INDIA to organize dedicated aquascaping workshops during the upcoming PETEX INDIA show. Discussions are underway to explore the possibility of conducting workshops during or before the event. In addition, the idea of hosting a competition where participants can showcase their aquascapes and engage in public voting is being considered." **POV**

A perfect prelude to the upcoming PETEX INDIA event, the workshop provided extensive insights into the art of aquascaping and fish keeping, including sessions on 'Advanced Fish Keeping for Beginner Hobbyists', 'Advanced Aquascaping for Experienced Hobbyists', and 'Workshop for Aquarium Shopkeepers and Pet Shop Owners'.



# Showcasing India's Healing Traditions



All image source: HITEX

**The Swasthya Ayush & Wellness Expo took place from June 23-25, 2023, at HITEX Exhibition Center, bringing the key stakeholders under one roof. The event served as a mega platform for the Ayush and Wellness industry and created awareness about various healthcare and healing modalities. The Expo focused on how India is becoming a strong contender in wellness tourism globally.**



Swasthya Ayush & Wellness Expo focused on the 'Ayush' Systems, which comprise the traditional Indian systems of medicine, including Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-rigpa, and Homoeopathy.

Phanisri Konte, President - Organizing Committee, Jivaasri Wellness Pvt Ltd shared that the Expo helped people become aware of native Indian medical systems and how these aid people live a disease-free life. Scientific sessions and workshops were organized during all the three days of the Global Ayush, Health, Wellness, Food, Beauty & Tourism Expo.

**Bringing 'Ayush' into the Focus**

Speaking of the Expo's three unique selling propositions, Konte mentioned that educating people about Ayush systems and promoting their standardization for a healthy life; providing a platform for Ayush doctors to learn about best practices through conferences, workshops, and lectures by eminent speakers; and combining the Expo and Conference format to bring together products, practices, and practitioners under one roof were pillars of the event.

**Promoting India's Medical & Wellness Tourism**

Today, India aims to become the world's top medical tourism destination, tripling its revenue in four years, and is considered a strong contender in wellness tourism. "The entire world has its eyes on India and its knowledge systems. There is an entity at the Central level dedicated to studying Indian knowledge systems. Our systems are built on a wealth of knowledge, and every festival, for instance, has profound scientific significance," Konte elaborated.

"In a similar manner, discussing Indian knowledge systems can enable us to view diseases and their remedies from a new perspective. To draw people from all over the world who



are afflicted with various conditions, health tourism will be useful. India is the best country to get treated, and Swasthya Ayush & Wellness Expo will undoubtedly support the growth of medical travel.”

**Concurrent Events and Key Highlights**

Aside from numerous doctors present at the exhibition and conference, there were delegates from 18 states and a good number of walk-ins at the expo.

Some activities held at the expo include a Selfie contest, Yoga Star Photo Contest, and Swasthya Slogan Competition. Key activities include wellness pageants like Miss Swasthya, Mr Swasthya, Swasthya Nari, and Swastika Kutumbh (family).

Elaborating on Swasthya Nari, Konte explained that it re-

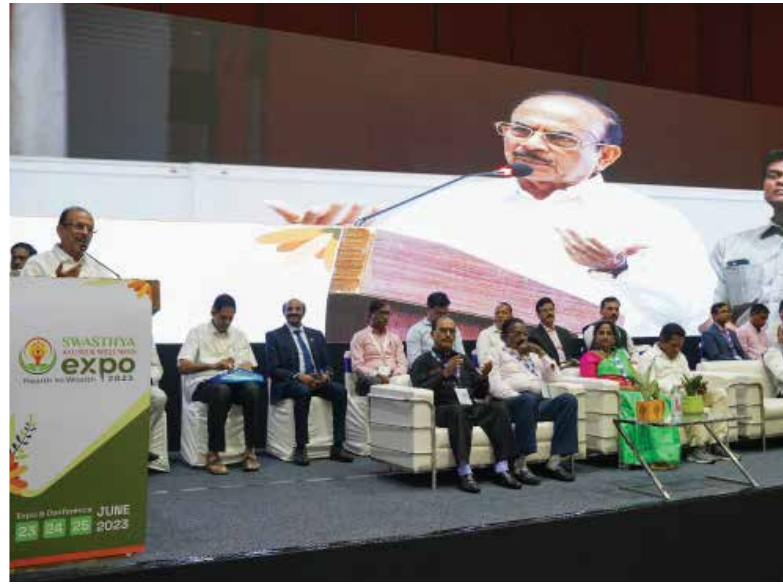
“Discussing Indian knowledge systems can enable us to view diseases and their remedies from a new perspective. In order to draw people from all over the world who are afflicted with various conditions, health tourism will be useful. India is the best country to get treated, and Swasthya Ayush & Wellness Expo will undoubtedly support the growth of medical travel.”



**Phanisri Konte**  
**President - Organizing Committee**  
**Jivaasri Wellness Pvt Ltd**

fers to a woman’s health. “We as women are unconcerned about our health and well-being because we are preoccupied with everything else around us. So many women are dealing with infertility, gynec-





logical difficulties, indigestion, constipation, and a variety of other issues." She added, "So, we wanted to focus on that aspect and launched this Swasthya Nari concept, to continue assisting ladies in understanding their basic daily routines so they don't end up with health challenges."

**Venue Matters**

The overall goal of the Expo was to promote prevention and well-being rather than solely focusing on getting treated when sick, as well as correct the perception that Ayush systems are alternative options instead of mainstream medicine.

Applauding HITEK as a venue, Konte commented, "The key USP of HITEK is its locational advantage and exposure about the conference center. I had previously been a part of

Swasthya Ayush & Wellness Expo focused on all the 'Ayush' Systems, which comprise the traditional Indian systems of medicine, including Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-rigpa, and Homoeopathy.

the Expos at this very location, and when I first started marketing Swasthya Ayush & Wellness Expo six months ago. I pictured myself doing it here, and I made it." The organizer believes that hosting the expo at HITEK gives it a premium platform and enhances the overall experience for all the stakeholders and attendees. POV



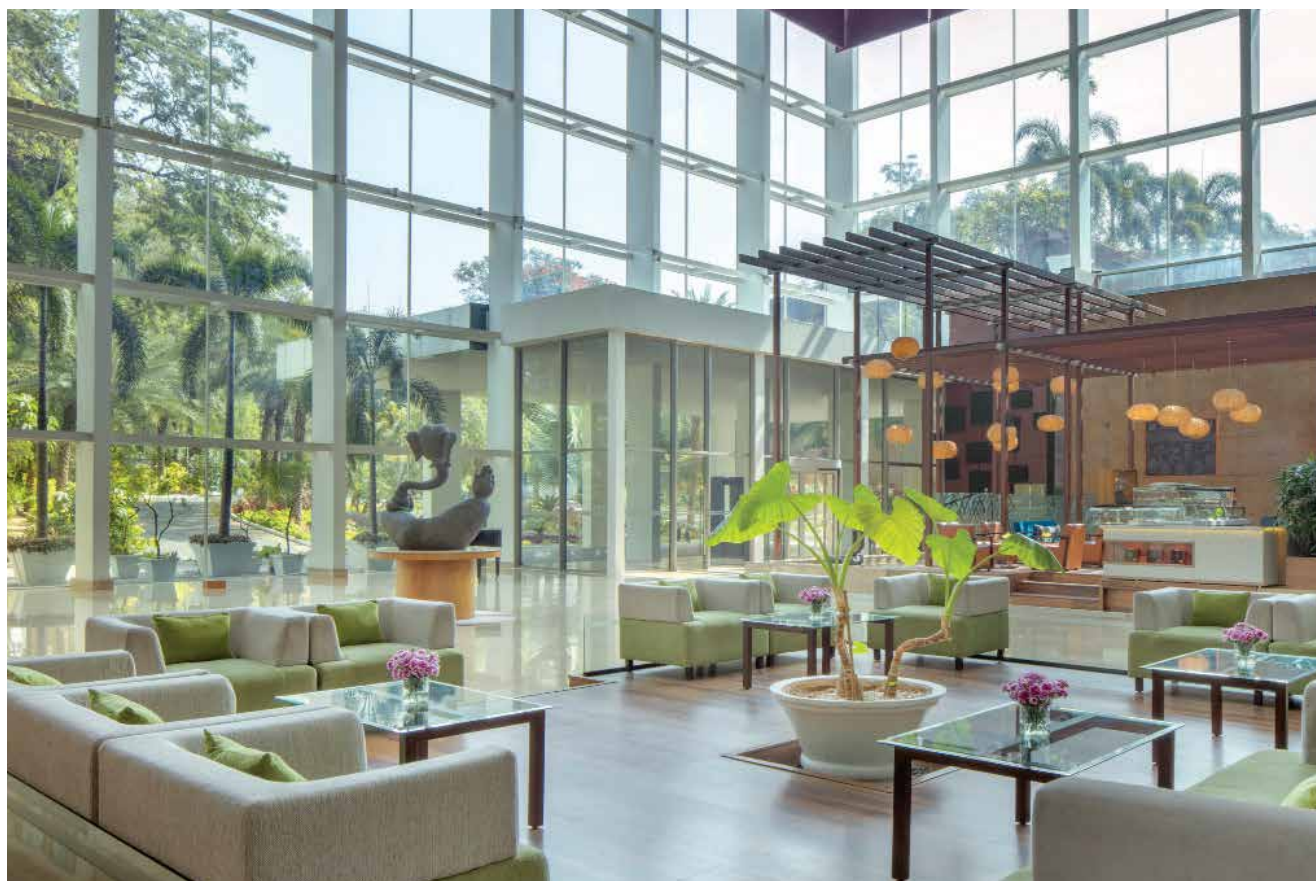


Image Source: Radisson Blu Plaza

# Where Tranquility Meets Luxury

**Radisson Blu Plaza Hotel, located in the affluent Banjara Hills neighborhood, is conveniently positioned among Hyderabad's principal attractions, including historical landmarks, hospitals, commercial, and entertainment locations. By hosting several conferences and events for MNCs and conglomerates, the hotel contributes to promoting the City of Pearls as a business destination and bringing in tourists from around the world.**



Hyderabad, the capital of Telangana in India, has seen a rise in medical tourism and general visitor interest in recent years, largely due to the city's fascinating cultural heritage and growing infrastructure. There are several educational institutions in the area, plus the city's sophisticated airport, highway system, and metro train system all contribute to its appeal as a study location. Foreign and domestic investors have poured money into Hyderabad in recent years, which has boosted the local economy and created new jobs.

"Radisson Blu Plaza is a city-centric hotel in Hyderabad that contributes significantly to promoting the city as a tourist and business destination," asserts Sandeep Joshi, Area General Manager, West India, Radisson Hotel Group, South Asia & General Manager, Radisson Blu Plaza, Banjara Hills Hyderabad. The hotel, part of the Radisson Hotel Group, is spread across a 90,096 sq ft area. In 2022 and '23, the venue hosted events for the Qadir Ali Baig Theatre Foundation, FICCI FLO, WE.Hub, the Hetero Drugs South Asia Conference, and Formula E racing. "We of-

"Radisson Blu Plaza is a city-centric hotel in Hyderabad that contributes significantly to promoting the city as a tourist and business destination."

**Sandeep Joshi**  
*Area General Manager,  
West India, Radisson Hotel  
Group South Asia & General  
Manager, Radisson Blu Plaza,  
Banjara Hills Hyderabad*





fer customized packages that include sightseeing to popular tourist spots like Hussain Sagar Lake, Chowmahalla Palace, and Golkonda Fort, allowing guests to experience the rich heritage of Hyderabad. Additionally, we cater to the booming pharmaceutical sector, which enhances medical tourism in the city," he states.

### **Versatile Event Spaces and Culinary Delights**

It houses 158 spacious rooms and suites equipped with free Wi-Fi and room service. In addition to its great on-site dining options and 24-hour in-room dining service, the hotel features an outdoor pool, a fitness centre, and the Iyasya spa. "To ensure a memorable guest experience for overseas visitors, we go above and beyond at Radisson Blu Plaza," emphasizes Joshi. "Our commitment begins with spacious accommodations, as we offer the largest rooms in the city at 166 sq mt, providing ample space and comfort for our guests. Additionally, our in-house master chef curates a delectable selection of Andhra, Telangana, and Pan-Asian cuisine, allowing guests to savor the authentic flavors of Hyderabad."

The hotel also offers 836 sq mt of flexible event space, including three boardrooms and the elegant Azure pillarless ballroom, which is divided into three separate venues. "Our team works closely with event organizers to design customized F&B experiences that align with the event's theme and specific requirements," he continues. "From breakfast to dinner, we ensure that every culinary aspect is taken care of, offering a wide range of delectable dishes to suit diverse tastes and preferences. Offering dedicated 15 Mbps 1:1 bandwidth which facilitates live streaming Polycom during meetings and conferences." He went on to state that the hotel collaborates with the best suppliers in the city to source high-quality materials, guaranteeing the finest ingredients for a truly delightful dining experience.

### **Elevating Guest Experience**

"Two key highlights of our hotel are our spacious rooms and the ambiance that provides a resort-like feel," stresses Joshi. With rooms ranging from 480 to 2,000 sq ft, the hotel boasts of offering the largest accommodations in the city, ensuring ample space and comfort for its guests. "Addi-

"We offer customized packages that include sightseeing to popular tourist spots like Hussain Sagar Lake, Chowmahalla Palace, and Golkonda Fort, allowing guests to experience the rich heritage of Hyderabad. Additionally, we cater to the booming pharmaceutical sector, which enhances medical tourism in the city."

**Sandeep Joshi**  
**Area General Manager,**  
**West India, Radisson**  
**Hotel Group South Asia**  
**& General Manager,**  
**Radisson Blu Plaza,**  
**Banjara Hills Hyderabad**



tionally, our banquet halls are designed pillarless with a spacious pre-function area, creating a networking environment. Despite being located in the city center, our hotel discreetly provides a serene and tranquil environment. As you enter the hotel, you'll be greeted by our impressive 8,000 sq ft lobby area, featuring an artificial waterfall, restaurants, and a bar with a comfortable seating area, creating a positive and welcoming ambiance for our guests," he elaborates.

**Creating Safe Environment & Green Practices**

The pandemic has changed the way the hotel meets the requirements of event organizers during conferences and symposiums. "In light of the ongoing health concerns, there is a greater demand for less cluttered venues and adherence to social distancing guidelines," points out Joshi. "At our hotel, we understand the importance of prioritizing the health and safety of our guests. We have implemented measures to cater to these requirements, such as providing ample space for physical distancing and offering hand sanitizers in our banquet areas to ensure the complete hygiene of our guests." These precautions help to create

a safe and secure environment for all the attendees in the hotel.

The hotel understands the importance of concern for the environment and is hence committed to sustainability, making it a more attractive choice for travelers alike. "At Radisson Blu Plaza, we prioritize green practices during conferences, symposiums, and shows," says Joshi. "To minimize food waste, we serve more live counters and working lunch buffet concepts to corporates during conferences. We conserve water by using small water bottles and promote linen-free corporate events to save high water consumption during laundry. Our waste management initiatives and energy-efficient practices further contribute to sustainability."

The hotel's commitment to providing great hospitality centered on guest comfort, as well as taking pride in prioritizing health and safety, is reflected in its offerings. It aims to provide an unforgettable experience by blending modern amenities with a tranquil ambiance, attracting a diverse range of travelers, and enhancing Hyderabad's status as a global business destination. **POV**

The hotel rooms range in size from 480 to 2,000 sq ft. The hotel banquet halls are pillarless with a spacious pre-function area, creating a networking environment. Despite being located in the city center, the hotel discreetly provides a serene and tranquil environment.

# Warangal: Telangana's Crown Jewel

Warangal is an excellent starting point for discovering the beautiful countryside of Telangana and is conveniently connected to Hyderabad. Popularly known as the Cultural Capital of Telangana, Warangal is laced with rich history and legacy.



Image source: Magic Wand Media

**W**arangal, the crown jewel of Telangana and one of India's top heritage cities, is a vibrant city that plays an important role in the country's rich cultural and historical history. The city's name is derived from the Telugu word Orugallu – 'Oru' which means one, and the word 'gallu' meaning stone. Located in Telangana, Warangal is the state's second-largest city, dotted with mesmerizing locations.

Warangal is a renowned tourist destination, thanks to the imposing monuments, fortresses, temples, and stone gateways left behind by an old kingdom. The colossal Kakatiya Kala Thoranam doorway is such a symbol of Telangana's history that it is included in the state's official emblem. It's no surprise that Warangal is frequently referred to as Telangana's cultural capital.

### Glimpse Into Glorious Past

Warangal was ruled by Beta

Raja I, the founder of the Kakatiya dynasty, who ruled for three decades before his son Prola Raja I moved the capital to Hanamkonda. Later, Ganapathideva moved the capital from Hanamkonda to Warangal. The Kakatiyas built several heritage worthy structures which are visited by droves of tourists on a regular basis.

In this present POV issue, we are glad to write about the Thousand Pillar Temple and Laknavaram Lake, which equally draws a lot of international and local visitors.

### Thousand Pillar Temple

Located in Hanamkonda, the Thousand Pillar Temple is a sacred Hindu temple also known as the Rudreshwara Swamy Temple. Dedicated to the Hindu Gods—Lord Shiva, Lord Vishnu, and Lord Surya—this temple is a UNESCO World Heritage Site. The Kakatiya Vishwakarma Sthapathis constructed this masterpiece between 1175 and 1324 CE.

The Kakatiya sculptors’ talent and inventiveness are on full display in the temple’s thousands of carved pillars, delicate perforated screens, symbols, rock-cut elephants, and monolithic dolerite Nandi.

To conserve and improve the temple’s architectural wonders, the Archaeological Survey of India, and contemporary engineers undertook a renovation in 2004. As a living reminder of the Kakatiya dynasty’s cultural legacy and artistic prowess, the temple continues to bring in tourists from all over the world.

### Laknavaram Lake

Laknavaram Lake is situated in Mulugu district’s Govindaraopet Mandal, around 70 km from Warangal, and is a popular place for outings and picnics. The closing of three tiny valleys to create this breathtaking lake is a natural wonder.

The lake was built by the 13th-century Kakatiya dynasty, which ruled the area, by filling in each valley with a short bund and using the surrounding hills as additional defenses. Laknavaram

**Distance from Hyderabad**  
150 Km

**Travel Time (approx.)**  
Road: 3-4 hrs  
Rail: 1hr 30 min  
Air: 30 min

Lake’s isolated location is one of its selling points, as it allows vacationers some peace and quiet.

The lake, surrounded by verdant fields and placid water sources and hidden among the hills, was enlarged by the Kakatiyas to serve as a source of irrigation. The suspension bridge that leads to the little island in the middle of the lake just adds to the ethereal allure of the place.

The lake’s upkeep authority also provides boat trips so that guests can get even closer to its peaceful center. Telangana Tourism has built new lodgings in and around the lake for nature lovers who can come and rejuvenate from their visit.

### Warangal Travel Options

Warangal is well connected to the bustling city of Hyderabad by road, rail, and air. Embarking on a trip to Warangal takes travelers through the scenic landscapes of Telangana.

The most convenient way to travel is by road. The bus services are frequent. One can also hail a private taxi from Hyderabad to reach Warangal by taking National Highway No. 163. The travel time is approximately 3-4 hours, depending on the traffic and the mode of transportation. Regular rail services operate between Hyderabad and Warangal, offering a comfortable and scenic journey. The journey time is approximately 1 hour and 30 minutes. By air, the travel time to Warangal is around 30 minutes. Warangal Airport is located 10 kilometers from the city center.

Next time when you visit Hyderabad, you may add Warangal to your travel itinerary to explore the rich legacy of the place.



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