



PEERLESS HOTELS™
The warmth of luxury

**PEERLESS
HOSPITALITY**



NEWSLETTER

2022

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CHAIRMAN SPEAKS

LADIES & GENTLEMEN





May this Bengali New Year brings to you warmth and delight. We express our heartfelt gratitude to all our esteemed well-wishers for holding the string of faith strongly during such testing times. It is with your consistent support that the hospitality industry has once again started to come to life in a full blown manner. In line with the recently revived forms, Peerless Hotels is working on the innovation of hotel technology and design to meet the evolving expectations and health precautions of all our customers during their stay or dine in any of our properties.

Maintaining the safety precautions, we have had come up with various concepts to serve all the food lovers with the most extravagant cuisines of all time. With each passing day, the concepts are continuing to flourish with huge support, trust and best wishes that all our guests and supporters bestow upon us. And we further wish to fulfil the needs of all our guests and give them a warm experience.

On behalf of Peerless Hotels Limited, wishing all our patrons Shubho Nobo Borsho. May this light of New Year fill all your life with positivity, happiness and good health.

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MANAGEMENT SPEAKS

ADAPTING TO NEW NORMAL AND COMEBACK OF HOSPITALITY INDUSTRY

Executive Director's Message



On behalf of Peerless Group of Hotels we express our gratitude to all our esteemed Patrons for constantly bestowing trust & faith on us even during the trying times.

The COVID-19 Pandemic and resulting lockdowns over the past 2 years effected every industry but the impact on the Hospitality industry was catastrophic. Restaurant business were decimated, food service providers couldn't stay afloat, city and business hotels relying on the transient travellers saw their revenue plummet and many cash flow challenged hotels had to shut shop.

The last 2 years of the Pandemic hasn't just brought about an extended slowdown but has hit reset for many hospitality business. Everything had to be re-examined and redesigned. The rising concern and expectation for safety, cleanliness and hygiene amongst consumers forced this industry to press the reset button.

With things opening up and Government removing all restrictions, the industry sees the light at the end of the tunnel. The hospitality industry is looking at newer ways of performing, to alter their pricing strategies and product offerings. The industry is rethinking on their staffing with greater focus being put on talented employees while seeking greater flexibility with dynamic staff during high demand cycles. Millions of travellers who had some restrictions to travel overseas would look for quality domestic alternatives. So, hotels are focusing on internal tourism as the way forward.

Technology has taken a big role and digital adoption and consumption are on the rise with guests expecting contactless technologies for a safe and seamless experience. Hotels & Restaurants are changing their conventional approach to technology backed services does have an impact on business performance and delivering value to customers.

Omni-channel approach for sales in the hospitality space will also make the sector more attractive. As a part of come back of hospitality industry, the hotel owners are trying to create a contactless, express check-in to make the process quicker, easier & safer for guests. This will also allow to adopt to any new procedures and requirements COVID-19 compliance may bring in the future.

But everyone in this industry must force ourselves to look ahead and get ready to confront new environment that might emerge. The industry will now focus on evolving consumer behaviour and habits, health & safety, wellness, consumption & spending, digitalization and sustainability.

We sincerely thank each one of you as without your love, support & affection we would not have been able to survive and grow exponentially.

Stay Safe, Stay Healthy, And Stay Protected.

NEW TRENDS IN HOSPITALITY INDUSTRY

Chief Operating Officer's Message



Dear Guests,

We at Peerless Hotels would love to show our gratitude to you all for believing and being with us during these challenging times.

With the onset of the pandemic, hospitality saw its worst downturn in more than two decades. At the start, everyone hoped for the pandemic to subside within the first few months but the situation deteriorated. Amidst all this, we chose not to panic, but to strategize on playing the long game. Choosing this option was never easy, especially

when results are not instantaneous, and often take months to materialize.

Peerless has hedged its recovery on keeping their guests happy as it thrives on customer loyalty, trust, employee commitment and property excellence. In the new normal, we are making guest health and safety a top priority, implementing QR scan codes for contactless ordering, contactless in-room check-in, GDS integration, sanitization etc. for providing an exceptional guest experience. Additionally, aggressively boosting awareness of the use of existing digital and remote platforms among visitors and guests in order to encourage the adoption of these experiences.

Now gradually as things have started to normalize with the traces of pandemic fading away, hospitality industry saw a tumultuous change, people started travelling like never before, started socializing due to relaxation in govt. orders and we here are ready to materialize those factors.

In the coming days we will continue with our digitalization processes and will also adopt newer procedures for better guest satisfaction. Its ongoing recovery will hinge on the ability to counter the known and unknown challenges along the way.

As always, like you have been with us, we will always be there for you!



CSR ACTIVITIES

CSR Activities through
B.K. Roy Foundation
(Sarisha) and RKM Sarisha

B.K.FOUNDATION (Sarisha)



The objective is to serve underprivileged women, girl & youth, through B.K. Roy Foundation in association with Peerless Skill Academy,

to provide suitable skill training, enabling them to be self-reliant and to get a suitable job.

RKM Sarisha



Local women and girls of the area been offered skill training, which will make them ready for the job. They are trained in 3 types of training programme in

tailoring, GDA & Beauty Therapist etc.

GENERAL MANAGER'S CORNER

NEW TRENDS IN HOSPITALITY INDUSTRY

GM , The Peerless Inn, Kolkata



WE ARE ADAPTING

As travelling slowly begins to recover, a renewed hospitality market is emerging. Most notably, travellers' behaviour has been drastically affected by the pandemic, which is bound to impact the way hotels envision their acquisition strategy for years to come. Properly handling this radical shift in the market is no small task and will require hotels to demonstrate both long-term foresight and impeccable execution to thrive.

For few years now, the hotel industry has been building towards a more guest-focused approach to hospitality i.e. hotels are aiming to listen and stay close to their guests need and constantly adapt their offer accordingly.

In recent times, guests are now much more sensitive towards sustainability, contactless services. Looking at our guest requirement, we at The Peerless Inn, Kolkata have adopted certain changes post pandemic.

We are now more focussed on "SAFE STAY" for our guests. We have shifted ourselves from cleanliness of the hotel to Sanitization of the hotel post pandemic.

This starts with sanitary precautions, such as cleaning the areas with guest contact and implementing health policies to make guests feel safe. All rooms are being sanitized before allotting it to the guests.

Other measures such as, contactless technologies such as mobile keys, contactless payment, or guest messaging to reduce physical interactions, have also been implemented.

Good Health is always a priority, and it has become more important post pandemic. Keeping in mind the proper nourishment of our esteemed guests, our Chefs have introduced Healthy Breakfast with Ayurveda, which will not only keep you away from diseases but will also help a great deal in boosting the body's immunity.

During pandemic, we have also seen guests keeping themselves away from restaurants and socializing with friends & families. Keeping the safety protocols at the forefront, our home delivery with innovative engineered menu and creative packaging have been introduced to provide the same restaurant ambience at their doorstep.

As the industry makes a comeback to its sources, traditional experiences are on-trend while, the local community will be sourcing new experiences. In a way, this at a stretch challenging time has shaped the hospitality industry for a better, sustainable and enriching future.

WHO IS NEW IN THE ORGANIZATION?



On behalf of Peerless Hotels Limited, we warmly welcome our newly joined **CFO – Mr. Rajiv Gupta**. Mr. Gupta has over 18 years of expertise in the hospitality industry, with a vast experience in various other fields like finance, corporate and operations. We take great pleasure in announcing that he has joined us with the sole motive of using his entire hospitality experience and contributing them in the overall growth and development of Peerless Hotels Limited. We are looking forward to work as a good team and have a memorable journey with him.

Earn Rewards, Enjoy Benefits

PEERLESS SIGNATURE

A Loyalty Program by Peerless Hotels Limited.

Peerless Signature was launched with the aim to retain Guests. To earn their Loyalty and as a way to attract Guests, we offer rewards, discounts and other special incentives.

For our Loyalty Program we have created 5 Tiers based on the Revenue. We have five different varieties of tiers: Copper, Bronze, Silver, Gold, Platinum.



Earn points while
you spend

For every 100 spent,
earn 4 points



Direct Bookings

Book directly from our
website and earn 500 points



Refer us to your
friends and family

300 points while you refer us
to your friends and family



Birthdays
and Anniversaries

Visit us on your special
occasions and earn 250 points



Give feedback and
complete profile

Earn 200 points while you
share your thought about us
and complete your profile



Special Discounts

Visit any of our outlets
and earn a discount on
Home Delivery

AAHELI'S CORNER

Aaheli has been satiating the tastebuds of the food lovers since time immemorial. In Aaheli's menu the long lost recipe of older generation, the specially curated menu of RajBaris, recipes of all the districts of Bengal, the forgotten recipes of households find their place.

Aaheli's menu is specially curated twice a year during Poila Baishakh and Durga Puja. Some of the famous dishes that were included in the menu are Taja Murgi Bhaja, Panch Phoran Murgi, Dhonepata Tel Eelish, Roshun Morich Diye Kankra Kosha. Visit our outlets to taste our items.

Aaheli's menu is also available for home delivery. All the ala carte dishes along with Aaheli's famous thalis are available for home delivery for our guests.

In the month of October 2021, Aaheli's third outlet was opened at Sarat Bose Road. The interior of the outlet depicts the cultural heritage of West Bengal. The ceiling denotes the Kari Bargah visual. Alpana on the ceiling edge is given to uphold the age old Bengali tradition. Every wall of the interior has a different story to tell. The design visual of the wall art is inspired from Banglar Bratakatha by Abanindra Nath Tagore, which is made of Bengal's traditional Kantha Stitch. The age old tradition of Bengal, the usage of Sitalpati which acts as coolant is also being used as a décor motif on the walls. The floor is kept in red and black depicting the old style flooring from Bengali household.

The outlet have all the signature dishes of Aaheli. The outlet serves both ala carte and thali menu .



AAHELI XPRESS

For past 29 years the Brand Aaheli has been satiating taste buds of foodies. It was the first Bengali Fine Dining in India. Aaheli is famous for serving authentic Bengali Cuisine to its guest. In due course of time we wanted to take Aaheli's legacy forward in the form of Aaheli Xpress- it was the first authentic Bengali Quick Service Restaurant (QSR).

The QSR Joint was created with a single objective to revive the erstwhile snacking recipes of Bengal and make it accessible to people all across Kolkata. With this vision the first outlet of Aaheli Xpress was opened on 25th October 2017.

After a completion of four successful years, Aaheli Xpress is now an established brand having multiple sub-brands in its kitty. Tummy Time, Biryani Bahaar, Doorstep Delicacies, Food Genie & Outdoor Catering

BIRYANI BAHAR

Cloud Kitchen from Aaheli Xpress

Biryani Bahar, since its advent in the year 2020, is continuing to satisfy the taste buds of hundreds. The unique concept of delivering exquisite biryani at the doorstep caught many eyes and the idea was an immediate success. The wide range of options in the Biryani Menu had trapped the attention of the food lovers. Being the pioneer of Roshogolla Biryani in the city, this cloud kitchen Biryani Brand made its place in the hearts quite quickly.



AAHELI XPRESS

TUMMY TIME

Snack Time, Tummy Time

Our multi-cuisine quick food service brand from Peerless Hotels, Tummy Time offers a great deal exquisite savouries and meals. With time the outlet continued to prosper and kept on alluring our customers with its relishing aroma. The menu had been set up with a widespread variety of meals like – Chinese, North Indian, Senior Citizen Combo, Normal Combo, to meet the needs of tummy and heart.

FOOD GENIE

Corporate Food Management

Our Corporate Food Management Service from Aaheli Xpress, Food Genie skilfully manages the food and kitchen of other hotels, in order to help them in catering delicious meals to their esteemed guests with ease and fill their taste buds with magical aroma.

DOORSTEP DELICACY

End of 2021, Aaheli Xpress launched premium fine dining named as 'Doorstep Delicacies' where one can enjoy luxurious fine dining experience at home. It's a cloud kitchen from where one can enjoy some really delicious dishes.



CHEF'S CORNER

KACHA MITHE AAM MANGSHO

Portion Size : 2

No of Portion : 4



INGREDIENTS :

- Kochi Pantha 1000 Gms ●
- Mustard Oil 100 Gms ●
- Onion Slice 500 Gms ●
- Garlic Paste 50 Gms ●
- Ginger Paste 50 Gms ●
- Bay Leaf 2 Gms ●
- Garam Masala Powder 10Gms ●
- Whole Red Chilli 10 Gms ●
- Peppercorn 15 Gms ●
- Sugar 10 Gms ●
- Green Chilli Paste 100 Gms ●
- Ghee 100 Gms ●
- Salt 150 Gms ●
- Raw Mango 200 Gms ●

METHOD :

1. Clean the Mutton pieces, marinate them with ginger & garlic paste and keep aside.
2. Take a kadai and put mustard oil into it. Add bay leaf, sliced onion into it. When the onion turns pink, add ginger & garlic paste into it and cook till the raw flavour goes off.
3. Keep the gravy aside.
4. Take Raw Mango & Roast in the oven for 45 mins. Allow it to cool down. Remove the skin & take out the pulp. Cut some of the pulp into small dices. Make puree with the remaining pulp.
5. Take another pan, put mustard oil in it. Add peppercorn and whole red chilli, when it starts crackling add the gravy in it.
6. Add mutton pieces in it and cook for 20 mins. Now add green chilli paste, raw mango puree, sugar and cook further.
7. Finish with garam masala powder and ghee.
8. Garnish with diced raw mango and serve hot.



EMPLOYEE'S CORNER

We care for our associates. We try to engage them in various activities all through the year. Annual Sports, Annual Corporate Picnic, Departmental Picnic, Team lunch, Birthday Celebration, Women's Day Celebration are few of the events to highlight.

These activities help us to strengthen bonding amongst our employees.

WOMEN'S DAY CELEBRATION:

We celebrate Women's Day at our properties, commemorating the hard works of our women employees, their untiring dedication and efforts.

ANNUAL SPORTS DAY:

Keeping the sportsmanship in mind, and to gear up the physical fitness of all our employees, we conduct the Annual Sports every year. It also helps to grow the motivation amongst all our employees.

HEALTH CHECK UP :

Once a year free health check-up is initiated for all our employees.

AWARDS AND RECOGNITION:

Every month Best employees in different departments are recognised and are felicitated and awarded.

BIRTHDAY BASH:

Every month we celebrate Birthdays of our employees born on that particular month.



REVIEWS & GUEST'S FEEDBACK



PIK



PIK - Aaheli



PIK - Aaheli



PIH



PIH



PIH



PRPB



PRPB



PRPB

AWARDS & ACCOLADES

