

IT'S ALL ABOUT THE ATTITUDE

PEAKLIFE

JANUARY-FEBRUARY 2024

**5 BEST REGATTAS
IN THE WORLD**

NAUTICA
Abhilash Tomy

**WEALTH
MANAGEMENT**
Trends for 2024

GAMECHANGERS
Gary Mehigan
Matt Preston
George Calombaris
Gaggan Anand

Sudha Reddy

BORN TO BLAZE



The **Alibag**
no one
told you
about



**There are reposes, tucked into the
heart of Alibag, that are only for
those who know the songs of the Earth.
Who value assets, beyond the measure of
the land.**

They do not follow; they reign, quietly.

They, who have arrived. Truly.

HOMESTEAD IN THE HILLS
EXPANDED ESTATES BY THE FORESTS
LAKE PLOTS
HERITAGE & BESPOKE LANDS
curated by those who know Alibag best.

SAMIRATM
H A B I T A T S

PEAKLIFE

January-February 2024

CHIEF EDITOR

Parineeta Sethi
parineeta@pinnacleconnect.in

ASSOCIATE PUBLISHER

Soumya Maheswari
soumya@pinnacleconnect.in

EDITORIAL

Managing Editor: Shilpi Madan
Assistant Editor: Vidhi Gupta
Features Writer: Neha Mehrotra
Editorial Submissions:
editorial@pinnacleconnect.in

ART

Design: **CreativeZone**
grafiks.skd@gmail.com

SALES & ADVERTISING Delhi NCR

325 Star Tower, Sector 30,
Gurgaon Haryana- 122-002

MARKETING

Digital Marketing: Chahat Malhotra
Marketing Intern: Anushka Gautam
Web Developer: Gaurav Sawariya
Marketing Enquiries:
marketing@pinnacleconnect.in

CIRCULATION

Manager Admin & Circulation: Prakash Darge
prakash@pinnacleconnect.in

CORPORATE

President & Publisher: Rajiv Sethi
rajiv@pinnacleconnect.in

Chief Executive Officer: Abhinav Kaushal
abhinav@pinnacleconnect.in

PeakLife is Published by

Pinnacle Connect LLP
323 Star Tower, Sector 30,
Gurgaon, Haryana -122002
Tel: +91 124 464 8592

Dear Readers,

BE THE BEST

It's an exciting year ahead with PeakLife.

Our passionate team kickstarts 2024 with the PeakLife Regatta – the most highly awaited event on the sailing circuit. Jockeying across the Arabian Sea, in speed boats and yachts, toasting the thrills and making way for a spectacular laze and graze brunch at Mumbai's green gem, Alibag.

We pour in the fun by celebrating trailblazing achievers through our Women Inspire Awards, bringing together the most immaculate and successful minds from all fields, who motivate us to constantly shine.

Learning from the best and the brilliant forms the core thought behind our series of in-depth interviews with global greats: With international philanthropist and business tycoon Sudha Reddy – our cover personality. With two-time circumnavigator and recon pilot, Abhilash Tomy. With culinary gamechangers Gary Mehigan, Matt Preston, George Calombaris, Gaggan Anand, Manu Chandra... With fashion wavers Anita Dongre, Surlily Goel and Khushi Shah. With India's only Master of Wine, Sonal Holland.

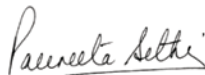
Travel is about discovering your own special moments, losing and finding yourself, and returning with recollections that put a big smile on your face each time you re-live the experience. We take you through the boutique island destination, Bahrain, through our pages, dipping into the blues of the world's tiniest tidal island of Jarada.

Thank you for being with us, sharing our journey through the world of corporate luxury over the years as we continue to bring in the best to you.

We had fun putting together our first for 2024, and hope you savour the special.

Cheers

Parineeta Sethi



Follow us:

[f @PeakLife.India](#) [in @peaklife_magazine](#) [in Peaklife](#) [Peaklife Magazine](#) [PeakLife India](#)





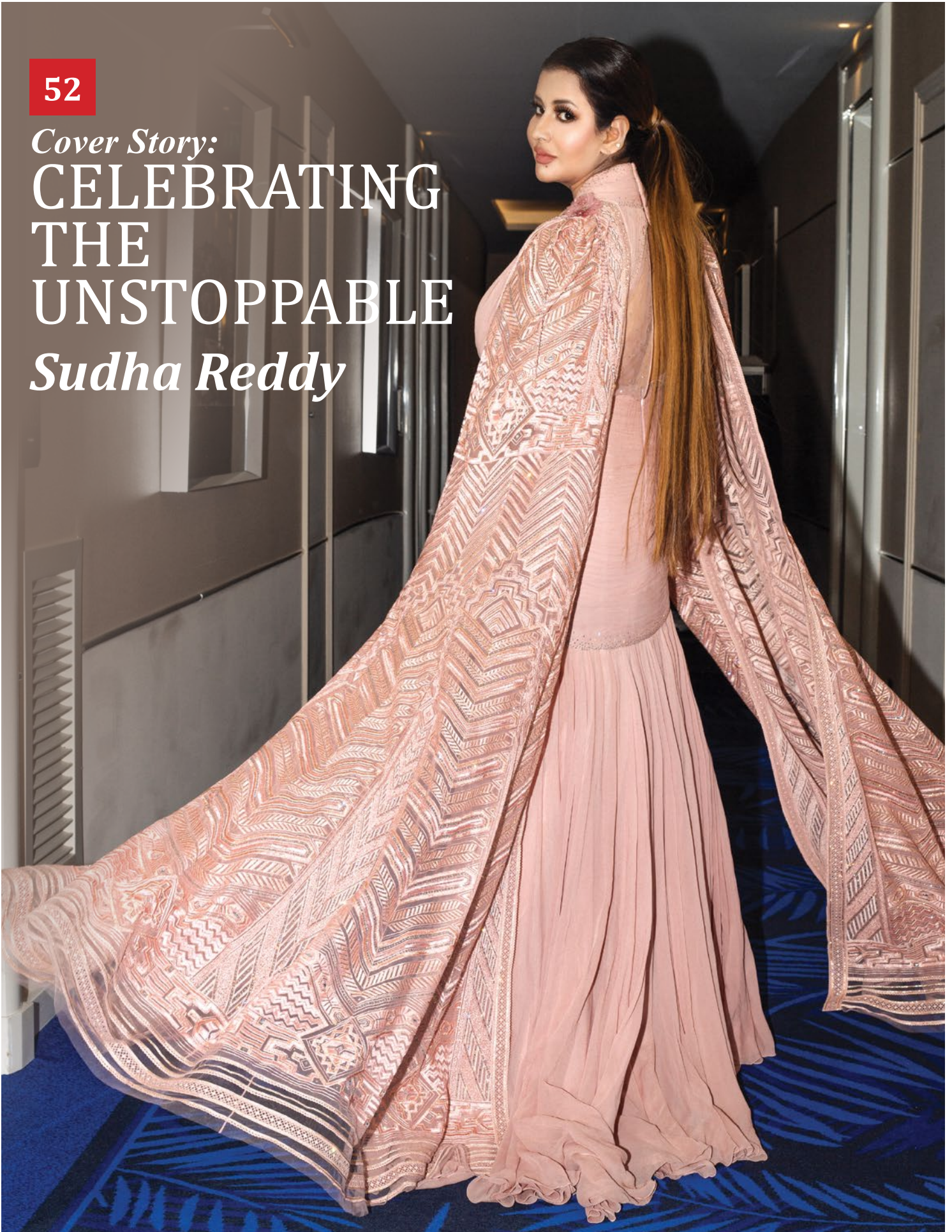
To Switzerland
and beyond.

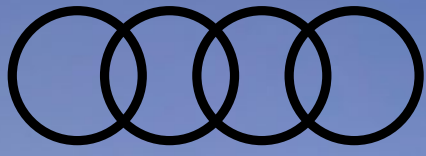
Travel is what
you make of it.

52

Cover Story:

CELEBRATING
THE
UNSTOPPABLE
Sudha Reddy





The right car, for right now.

With progressive design and a range of up to 600 km.*
Progress you can feel.

**The new, fully electric Audi Q8 e-tron and
Audi Q8 Sportback e-tron range.**



Future is an attitude

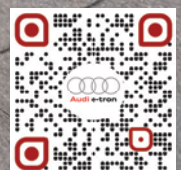
To know more visit [audi.in](https://www.audi.in) or call 1800 419 5757

audiin Audi India Audi India

Audi Approved :plus | myAudi Connect | Audi Club Rewards



*T&C Apply. EU car model shown for representation purpose. Features, accessories, equipment may vary depending on Audi Q8 e-tron variants and may not be offered in India. Driving range is based on WLTP certificate. Dark shade of the glass is due to the lighting effect. Please contact the nearest Audi authorised dealer for further details. Obey traffic rules.



Audi Vorsprung durch Technik

PEAKLIFE
CONTENTS

- 08** Launches: Hotfooters to Have
- 12** Travel: Luxe Living in New Orleans
- 16** In Spotlight Hotel: Sun-Kissed Serenity
- 18** Travel: When Bahrain Beckons
- 22** Fashion: Fun, Fearless, Flirty
- 24** Sustainability: Wildlife Couture
- 26** Gamechangers: The Food Game
- 44** In Focus: The Jio Takeover
- 46** In Conversation: The Sky is Home
- 60** Travel: Lounging Around
- 65** CSR Connect: The Daawat Drive
- 66** In Focus: Star At Sea
- 70** Column: The Rise Of The Indian Single Malt
- 72** Column: The Evolving Vino
- 74** One-on-One: The Gin Smith
- 77** Decor: Luminous Living
- 78** Spotlight: The Dairy Darling
- 80** One on One: Wellness in Hospitality
- 82** In Focus: A Beautiful Bonanza
- 86** Spotlight: Luxury On Your Plate
- 89** In Conversation: Tapestry of Himalayas
- 90** Art: The Art of Luxury
- 96** Mixology: Disco In A Glass



94
Interiors:
Peach Delights



48

Sustainability: The
Loom Legacy



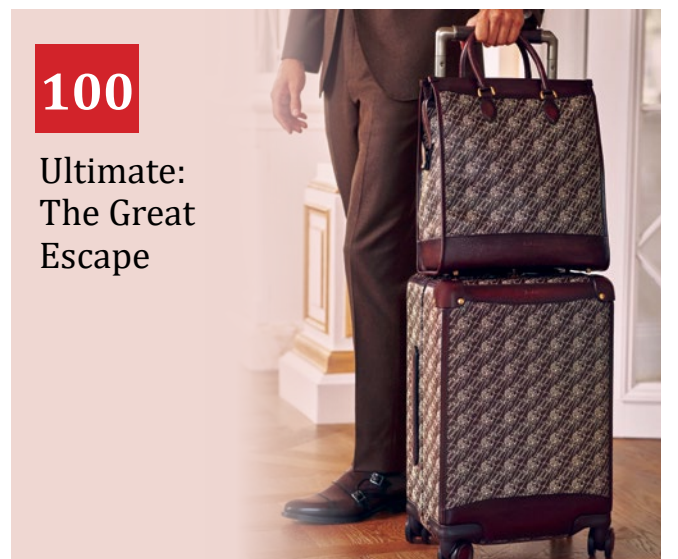
68

Regatta Special: 5 Best
Regattas in the World



92

Wealth management: The
Indian Moneyscape: 2024



100

Ultimate:
The Great
Escape



THE WESTIN

RESORT & SPA
HIMALAYAS

*UNWIND IN
DIVINE TRANQUILITY,*

Completely #CenteredAroundYou

Experience true rejuvenation with blissful spa treatments, call +91 137-8354343



PEAKLIFE
LAUNCHES

HOTFOOTERS TO HAVE

A cool round up of spiffy picks for 2024



PICKING ON PEARLIES

Discover the supersilent SuperBrush by India's first luxury oral care brand, Seven Oral Care – Your SuperBrush kit comes complete with a wireless charger; celebrating W-shaped soft DuPont bristles. Choose your clean up act from three modes complete with a gum massage. Its waterproof tech (brush lazily in the shower!), and comes powered by an enviable 30 second quad pacer.

The Rich Leather

Introducing 'The Countdown', a groundbreaking collection curated by S&N by Shantnu Nikhil that defies fashion norms and marks S&N's debut into the world of bags. S&N by Shantnu Nikhil proudly stands as the only Indian designers to seamlessly blend the art of drape with the richness of leather, showcasing a unique synergy in their design sensibilities.



EDGY ESSENTIALS

The Live To Explore collection by Victorinox Swiss Army Knife celebrates the vibe of Paris, Sydney, New York through trendy everyday helpers. The Paris Style, romantic and natural, whisks you to the city of love. Dynamism defines the Sydney Style, and classic colors in precise lines set the mood for New York Style. Each comes complete with the Victorinox Classic SD, the Companion, Swiss Card Classic, all with practical functions like scissors, nail file, ballpoint pen and blade.

TAKE OFF CHIC

The darling denim carry-on by TUMI sets the tone for your travels this year. Protective bumpers, dual spinning wheels, vintage-inspired destination stickers, mesh zip pockets and a hanger bracket. Move in style as every destination deserves a touch of luxury!



PICK UP THE PINK

Coach dazzles with its latest Shine Collection to put the pizzazz into your new year. Super stylish and sparkling, this flush blush is a versatile pick from the dazzling array.

SCENT OF A SUPERSTAR

The smokiness of oud woos through the lingering fragrances bottled up in the latest collection from the house of luxury Arabian fragrances, Lattafa, in Dubai. Velvety and rich, the fusion of fragrant notes in Maahir Gold is a delightful fragrance designed for both men and women, in beautiful bold gold and black. Long lasting luxury in oud that lingers throughout the day. Shimmy up.



A symbol of boldness and individuality

Bulgari pays tribute to the Kada, a traditional Indian bangle, with the B.zero1 Kada Bracelet. This exclusive-to-India creation is crafted in dazzling yellow gold, and it is an enchanting ode to India's long-standing cultural affinity with precious metals and stones. Embracing the visionary codes of B.zero1, the creation expresses a concept of movement, circularity and light through a spiral design that evokes strength and determination.



A Crystal Affair

Jimmy Choo unveils The Crystal Slipper, the ultimate fairytale shoe reimagined for the present day. The Crystal Slipper evokes the romance of an 18th century Rococo court shoe, with meticulous craftsmanship and hand-applied Swarovski crystals giving the illusion of a jewel radiating light, bringing fantasy and magic to every step. A hand embroidered heart-shaped crystal cluster adorns the pointy toe pump - the ultimate finishing touch. ▲

LUXE LIVING IN NEW ORLEANS

If you are one of the cognoscentes when it comes to luxe living, there is one place, where you will be soaked in opulence from the moment you arrive! New Orleans in Louisiana —a unique city in the United States - will captivate your heart

As the birthplace of Jazz and Blues, it exudes an enchanting atmosphere and charm, resonating harmoniously with Shakespeare's immortal verse from Twelfth Night: "If music be the food of love, play on". This captivating city epitomises that sentiment, boasting of a vibrant music scene steeped in jazz and blues, a culinary haven that leaves foodies in awe, and a warm and embracing spirit that entices travellers to stay longer. New Orleans is not just known for its stunning views of the Mississippi River but equally for its vibrant nightlife, gourmet cuisine, foot-tapping live music scene and the mother of all festivities -- the Mardi Gras. A stunning addition to its lively and matchless cityscape is a string of hotels and properties offering luxury experiences fit for modern-day royalty.

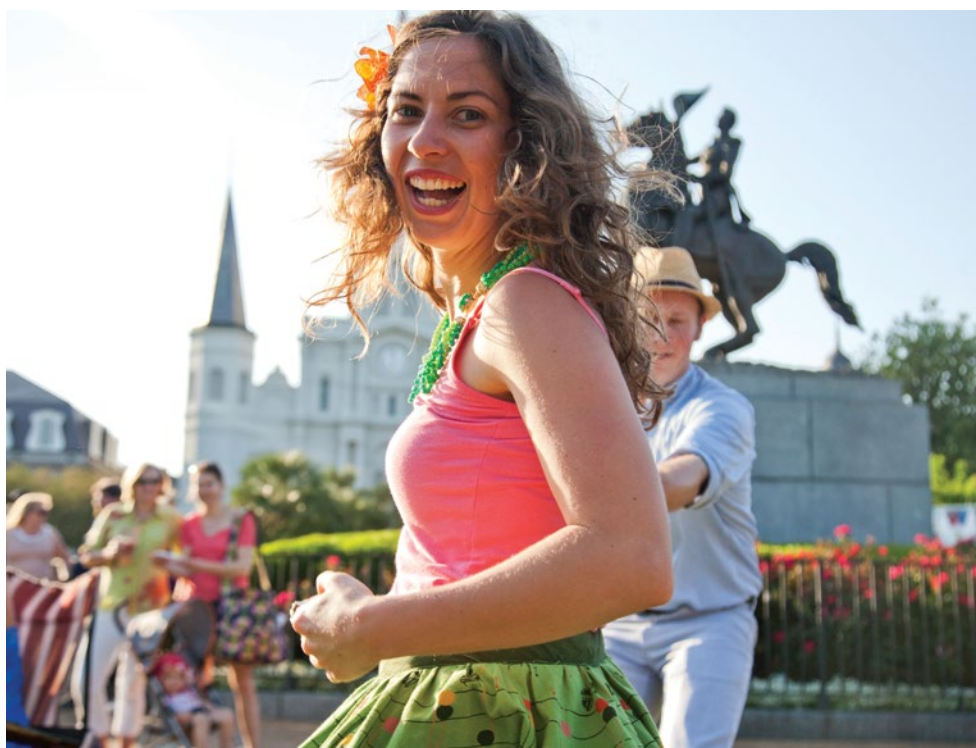
HALLELUJAH TO HAUTE CUISINE

No place caters to an epicurean's itinerary as New Orleans. Whether you are looking for a gastronomic experience or want to have their extra special, loaded-in-luxury date, New Orleans boasts places that can floor you. Here are a few fine-dine places you can explore on your next trip to luxury land a.k.a. New Orleans

COMMANDER'S PALACE

This place stands tall with the epitome of gourmet meeting great ambiance. A recipient of many prestigious James Beard Awards, it offers a refined Creole menu in a super luxurious setting. While there do order "Flambeaux'd Shrimp and Grits" or "Grilled Tournedos of Black Angus Beef."





JUSTINE

Another James Beard Award winner, this place run by chef Justin Devillier is an authentic French brasserie that meets New Orleans flavours. The Unforgettable Combo is a must-try if you are a gourmand.

MISS RIVER

Bring that someone extra special for a memorable evening at Miss River. From their service to their food, everything is impeccable and has a distinct stamp of Louisiana dining. Fresh Gulf Seafood and Salt-Crusted Red Snapper are some flavours that will linger with you, long after you have left the place.

SAZERAC HOUSE

A holistic experience, Sazerac House offers all the very best of luxury travel. From taking a complimentary tour of the place to explore its exhibits, the best part remains that the place offers so much to discover even without venturing out. With its contemporary regal charm, Sazerac House attracts luxury buffs. Its convenient location on the historic edge of the French Quarter lends it an unmistakable charm.

CHEMIN A LA MER

Just like its name, the restaurant uses French techniques and Caribbean flavours. A gorgeous view is enough reason to visit the place but the stellar menu adds to its appeal. While here do check out the Oyster bar.



STAY THAT SLAYS EVERY WISH LIST

When visiting any destination, it's the place that you stay at, that sets the mood for your vacation. And sometimes in life, each one of us deserves a holiday fit for the rich and famous.

New Orleans offers many luxury hotels that personify opulent living. Once you walk inside the lofty front door, a stately experience awaits you. Soft-as-cashmere beddings, sublime bathrooms, and magisterial rooms will entice you to stay more. *Here are some choices:*

FOUR SEASONS HOTEL

Located in the heart of downtown, by the banks of the Mississippi River, the hotel offers the choicest dining options, and resort-style pools, and multiple luxury experiences inside, matching the bustling city outside.

HARRAH'S NEW ORLEANS HOTEL

When you stay at Harrah's you experience luxury at its best. The Four Diamond Award-winning place boasts over ten restaurants and 26 floors. Its vibrant décor mixed with stately charm is a visitors' delight.



HILTON NEW ORLEANS RIVERSIDE

Just a few steps away from the legendary Riverwalk, this property offers beautiful views of the ships sailing in the river. The stylised rooms and amenities offer an extraordinary experience.

HOTEL MONTELEONE

If you love old-world charm look no further. From the exterior that beckons to the subtle décor that runs throughout the hotel, everything makes you feel special and pampered.

JUNG HOTEL

If you are looking for an extended stay, the Jung Hotel and Residences is worth checking out. It offers guest rooms to luxury apartments and is the perfect backdrop for a business traveller who has a flair for life and good living.

GOLF HOLIDAYS ARE THE BEST HOLIDAYS

Do you envision yourself spending mornings over power-breakfasts and then heading for a game of golf? New Orleans offers the best of experiences. Here are a few you can try:

TPC OF LOUISIANA

Home to the annual Zurich Classic Stop on the PGA Tour, the golf course is a part of Audubon Golf Trail. Sprawling across 250 acres of wetlands, this course is a pleasure to be on, no matter the level your game is on.

BAYOU OAKS AT CITY PARK

This 36-hole golf complex rambles across 200 lush acres. The South course is designed by famous golf course architect Reese Jones in association with Torre Design Consortium.

New Orleans truly is a profound revelation, filled with an essence of gratitude and happiness.

Despite the adversities caused by Hurricane Katrina, the city and its inhabitants displayed unwavering resilience and an indomitable spirit. Within its vibrant streets, you will witness a profound appreciation for life—where revelling in extraordinary music and relishing delicacies encompass the heart and soul of the residents' existence. Every sip of whisky and every bite of the city's unique Creole, Cajun, and traditional dishes becomes a celebration of life's richness. ▲





SUN-KISSED SERENITY

Tranquil and undeniably divine, The Cheval Blanc Randheli is a lagoon that serenades.

Situated in an unspoiled setting of Noonu Atoll, Cheval Blanc Randheli is the second Maison in the LVMH Hotel Management Group. Amid the isolated splendour of the Indian Ocean, this intimate and contemporary refuge of 46 villas offers stylish and harmonious decor in a relaxed atmosphere.

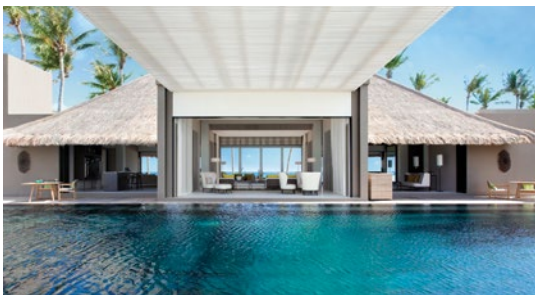
An elegant and refined paradise, Cheval Blanc Randheli is the work of the

celebrated architect Jean-Michel Gathy. Each villa is an oasis of calm and pleasure, aligned at the juncture where lush tropical vegetation meets the turquoise lagoon. In an aesthetic combining local inspirations and contemporary sensibility, island materials such as teak, rattan, bamboo, thatch and coconut are used. The 15 Island Villas amid exotic plant life offer one or two bedrooms, ideal for families. Overwater villas on stilts provide a romantic escape with stunning ocean views. Garden villas, also on stilts, have lush gardens and sunny terraces. A private island in Randheli lagoon is exclusively dedicated to Cheval Blanc Randheli Private Island villa, offering spectacular dimensions and exclusive features for a sense of unfettered freedom.

HAVEN OF WELLNESS

Ferried there aboard a traditional dhoni, you arrive at Spa Cheval Blanc Island overlooking the translucent waters of the lagoon. A wide range of treatments offered by Guerlain includes two created especially for Cheval Blanc Randheli — the Sun Ritual and the After Diving Experience. Four single and two double treatment villas — The Orchid villas — are stages

set for discovering Guerlain's exceptional products, one collection dedicated entirely to wellbeing, with others for skincare, makeup and perfume. To complete the possibilities for pampering, a Leonor Greyl Hair Spa offers analysis and natural, personalised, and exclusive treatments and styling. The hammams provide a moment of relaxation in the tropics, complemented by a pool of revitalising cold water. The delicious, balanced options on the Spa Bar menu include detox dishes and healthy delicacies with fruity flavours. The Spa Island, with its large swimming pool and soothing beach, is ideal for those seeking a care-free day of relaxation and pampering. The island's yoga master invites you to join individual or group sessions with classes such as Sunrise/Sunset yoga, Aerial, Power or Weight Loss yoga for all levels, as well as Hatha, Ashtanga or Vinyasa yoga for intermediate or advanced yogis. Meditation brings body and mind to a maximum level of tranquillity. A personalised retreat program aimed at developing balance, harmony, boosted immunity or detoxifying the body is developed over three to five days, with personalised follow up after the stay at Randheli.





GASTRONOMICAL ADVENTURE

Ranging from the top-end, fine dining restaurant to a Teppanyaki overlooking the ocean, you will find all delicious experiences here. There are five restaurants, four bars, and personalised catering to your villa or elsewhere under the label 'Carte Blanche'.

The White serves international cuisine with local notes and Maldivian specialties in a casual chic atmosphere. The White Bar at the pool serves cocktails, refreshments, pastries and light fare throughout the day. At nightfall, its terrace is transformed into a festive bar. The Cheval Blanc signature gourmet restaurant, Le 1947, owes its name to the most prestigious vintage of Château Cheval Blanc. The chef combines French savoir-faire with local flavours and offers an extensive menu that changes regularly. Adjoining the restaurant, Le 1947 Bar with its grand piano features a wine cellar stocked with the most exceptional vintages. The Carte Blanche menu allows full flexibility for dining on your own. The Diptyque, a space playing on the dualities of East Asia and Japan, is inspired by the concept of "live" cooking and the interaction between guests and chefs. Surrounded by the tropical garden and facing the ocean, the new Teppanyaki experience thrills guests looking for culinary showmanship and artistry. The Deelani serves inspired dishes drawn from the kitchens of Spain, France and Italy, with notes of Turkey, Greece and Morocco. Throughout the day, homemade ice cream, sorbets and granita are offered in the solarium before the restaurant atmosphere transforms for the cocktail hour.

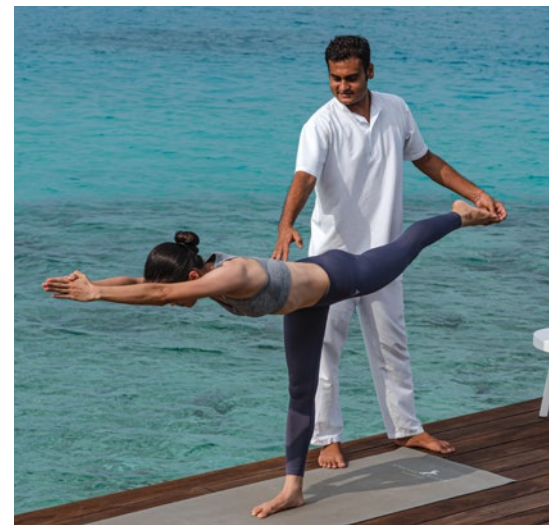
ULTIMATE EXPERIENCES

Specialists, known as Alchemists, imagine and create personalised experiences for you with unparalleled attention to detail. Go fishing Maldivian style for a moment of calm on the ocean, swim with the turtles, share a bootcamp day on an island with family or friends, escape during a romantic getaway, or even get married with your bare feet in white sand.

Children are free to enjoy a wide choice of activities in places made just for them, such as Le Carrousel with its swimming pool and slide, or even its playrooms for the youngest. It also offers experiences like ghost-crab hunting, an evening Maldivian style, and mini-disco. Le Paddock is a refuge dedicated to teenagers. It offers billiards, table football, table tennis, and a multimedia area. Located near the water sports centre, it also offers a wide range of aquatic activities such as the surf simulator, underwater excursions or an introduction to lifeguard techniques.

Explore the Kuredu reef, known for its large population of turtles, or take a dip in picturesque and UNESCO-protected Hanifaru Bay, a renowned nursery for manta rays and different species of shark. The 5-star PADI Dive Centre offers a range of PADI certified courses and services like underwater photography/videography or marine biology.

Exhilarating experiences on the waves await thrill-seeking guests each and every day; among the options: surf simulator, flyboard, hoverboard, wakeboard, water



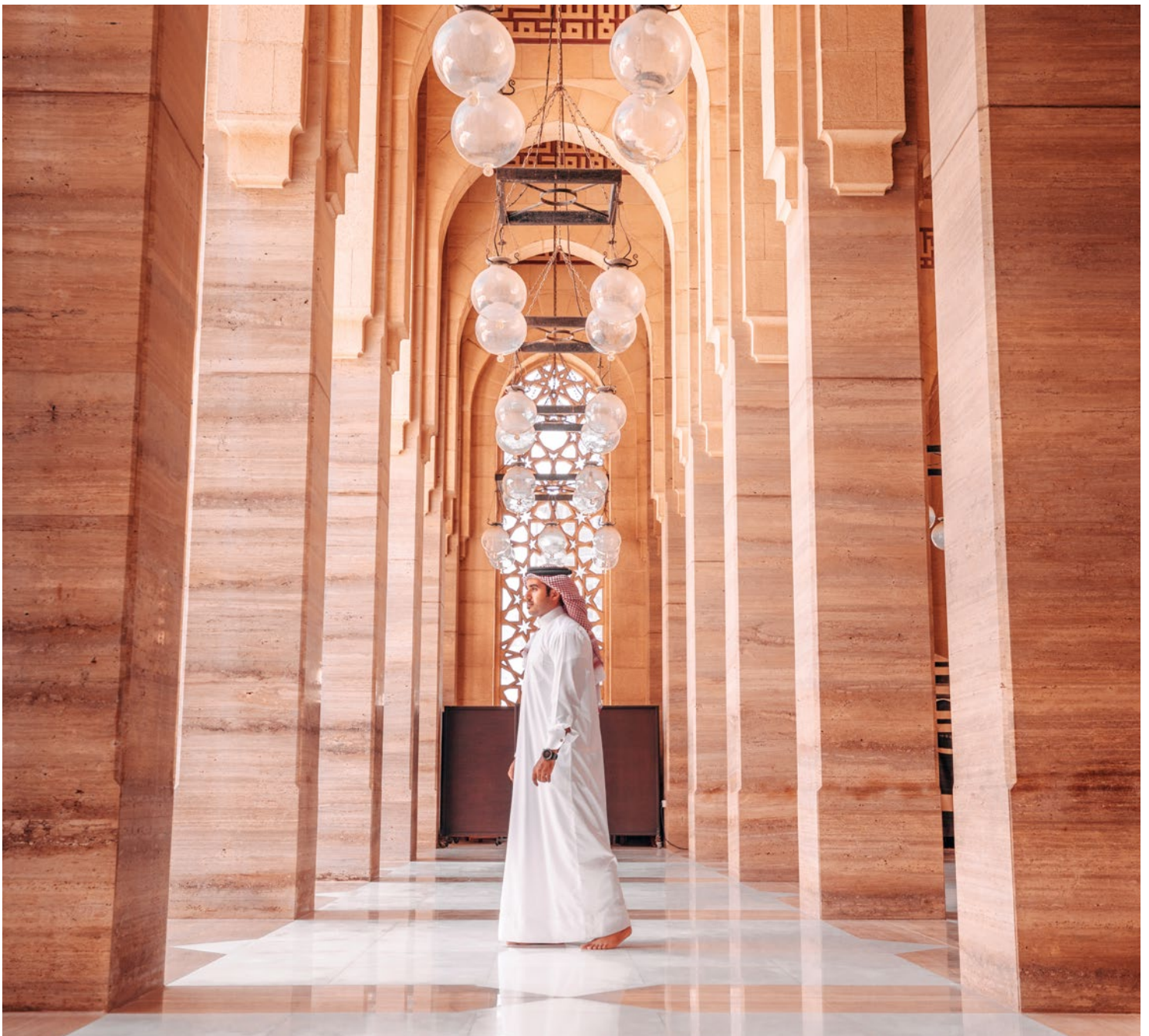
ski, jet ski, kite surf, jet surf, banana boat, tubing, and underwater scooter. For more tranquil experiences, pedal boats, kayaks, paddle boards and windsurfing boards are available.

Onboard the Azimut, the superb 30m yacht moored at Cheval Blanc Randheli, seek adventure with your chosen crew of family or friends. Find unexplored vistas, picnic on a desert island, dine at sunset adrift on the tide. ▲

WHEN BAHRAIN BECKONS

The boutique island destination in the Middle East brings in jaw dropping views, adrenaline powered circuits, and luxury stays.

By Shilpi Madan





We love living narratives, especially while travelling. The Kingdom of Bahrain in the Middle East emerges as a beautiful narrative of sorts, one of its kind in the world. Once a part of the Persian empire, the country (an archipelago of over three dozen natural and manmade islands) in the Gulf brings in layers of history, traditional treats, and heart thumping experiences that make you want to return for more.

Here is a pick of five prized experiences to savour in Bahrain:

THE JARADA JIVE

Shimmying shades of blue that stun, a skinny strip of sand that emerges when the waves ebb and gets swallowed up at high tide, and a tiny flag of Bahrain fluttering the sea breeze atop a mini lighthouse - Probably the only indicator of the secret presence of the tidal island of Jarada. After snorkelling and scooping up clams and oysters by the kilos in the middle of the Gulf, the speed boat leapt across the choppy waves to



drop anchor at wading distance from Qit at Jaradah. Approximately 30 km east of the capital city of Manama.

The nano strip of sand is a stunning wonder in the middle of the Gulf. The phones lose network, making way for hours of relaxation till the tide builds up. The lapping of the waves, the hissing of the meats and vegetables on the skewers on the barbeque we set up, the music on the boat, the run of the sugary white sand through my toes as I ran along the entire stretch composed an unforgettable

memory. We spent delightful moments, prying open the oysters with the hooked knives, to search for pearls within. Finders and keepers in Bahrain, and our excited squeals on discovering a few microscopic pearls-in-the-making filled the air on the island. The tide built up and submerged island within a few hours as we wrapped up and raced back to the speedboat to take off for mainland/

THE PEARLING PATH

Known as the Mecca of Pearling, Bahrain falls on the trade route that existed between Iran and India. Bahrain – in Arabic – connotes “two seas”, referring to the two sources of water surrounding the islands in the form of fresh water springs and the surrounding seas. It is in this unique environment, created by the meeting of saltwater with fresh natural springs, that pearls form with a special lustre.

You will love the fascinating texture of the pearls – the ones from Bahrain grow in shades of white and light yellow, and are dubbed “Natural Arabian Gulf Pearls”. As pearling formed the bedrock of the Bahrain economy (before oil was discovered in the first emirate nation in 1932), in 2012 UNESCO declared the Bahraini pearl beds a World Heritage Site. It is an immersive walk along the Pearling Path that charts the treasured tourist route along the local legacy. The site includes an informative mapping of the locations for pearling in Bahrain, covering seventeen buildings in Muharraq city, three offshore oyster beds, a section of the coastline, and the Qal’at Bu Mahir fortress on the southern tip of Muharraq island. This was the vantage location from where boats used to set out with free divers in search of oyster beds.

TASTE OF ANCIENT AND MODERN

Savour a slice of history in Qal’at al-Bahrain that brings in the old harbour and the capital of the ancient Dilmun Civilisation. This was declared a UNESCO World Heritage Site in 2005. Walk through the ruins of the old Portuguese fort – the stunning succession of arches are an Insta catnip -, the hill formed over 16 hectares over the years, the palm groves to relive precious moments as you travel down the ages.



The Ahmed Al Fateh Grand Mosque brings in a rich amalgamation of architectural styles. The central dome of fibre glass brings in splendid Persian style-stained glass windows with Allah inscribed in Arabic on them, playing out the bolts of jewelled colours as the sunlight drops through them. Expensive Italian marble floors, rich Irish carpets, gleaming Austrian chandeliers, and the French hand-blown glass lamps set the tone for your flabbergasting visit here.

FAST & FURIOUS

The roar of the engines threatening to swallow up the asphalt is enough to set your heart zooming. The nation's best kept secret

is the Bahrain International Circuit. It brings in five FIA-certified track layouts – that's more than any other location in the entire world. The location hosts the Formula One Gulf Air Bahrain Grand Prix, the FIA World Endurance Championship, GP2 Series, and the Porsche Mobil 1 Super cup. Raring to go? Rev up at the Bahrain International Karting Circuit next door. A super edgy karting track, the first in the world to host a world championship-level race at night. This is a must for all speed demons. The full throttle roars of the engines are enough to make your little heart do cartwheels. Zip cool to avoid the same on those zany tracks though. Book your tickets to attend the Formula

One in summer. There is more. Tried Indoor Skydiving? Gravity brings out the beast in you with a fly up and free fall, in Manama. It is a thrill of a different kind. Doesn't beat leaping off an airplane, but the kick sets in properly as you enter the tower with the deafening sounds of the fans pushing and twirling you up like husk. Of course, you do the drill, with a prep training session with the expert beforehand, learning the signs and slipping into your gear. Defy gravity easily through this endurance experience of its kind

STAY AND SHOP

The plush Jumeirah Gulf of Bahrain brings



in a superstar stay. Laced with a private beach (and an even more secluded beach lining the pool-strapped summer villa with 11 rooms), the year-old luxury property is busy playing host to big fat Indian weddings. The Lebanese restaurant here merits a special mention (live singing and gourmet gospels do lend an extra edge to your stay, don't they?), as does the warmth of the efficient staff in personalising your stay and making it extra memorable.

The smooth roads make driving vehicles a sheer pleasure in Bahrain. Zip into Juffair for more upbeat venues. Tuck in chicken

machboos and falafels at the souqs - You will run into many Indians at the hundreds of shops selling ittar, jewellery, knick knacks, rugs and more, lining the local markets. The arch of Bab Al Bahrain (Gateway of Bahrain) marks the entrance to the oldest namesake souq. Dip into Middle Eastern spices, haggle, and shop for souvenirs. The Bahraini dinar is the second highest currency in the world (after the Kuwaiti Dinar). Remember to visit the ancient Shrinathji temple, established in 1817, tucked away in the heart of the souq. Another exemplary testimony to the cosmopolitan texture of Bahrain. ▲



Shilpi Madan is a Mumbai-based editor and journalist who loves travelling to unexplored destinations

FUN, FEARLESS, FLIRTY

Fashion designer Surily DP Goel sets the mood for boho luxe glam with her first show in ten years, at the PEAKLIFE Regatta.





It has been a wild ride spanning two smashing decades for fashion designer Surily DP Goel. Her label Surily G is synonymous with boho luxe, and a classic inclusion in every chic wardrobe.

Surily has wowed the natives through her iconic sense of style since she took to designing. An alumnus of Fashion Institute of Design and Merchandising, Los Angeles, she has been mentored by ace fashion designer Manish Malhotra and has styled film stars, including Salman Khan and Hrithik Roshan, in big banner productions. The creative heart, known for her fun, fierce and flirty collections, showcased a retrospective in December last year, spotlighting her iconic silhouettes in a capsule collection.

Excerpt from a conversation:

Twenty years is a super special milestone. How has the journey been?
It has been an exciting journey. The PEAKLIFE Regatta marks my first show after a gap of ten years.

What has kept you busy?
Designing, special projects, collections, international pop ups, styling. It is a world of opportunity with brand endorsements flowing in. I am in a bit of a dilemma, honestly, while making choices.

How have the design sensibilities evolved over the years?
Essentially the look is the same for



my label, Surily G, just the designs have changed. The lines are a little more sophisticated, minimalistic. People place a premium on comfort and that is what we bring in through our boho luxe signature look. With glamour through beads, shells, shine, tassels...in classic cuts. We personalise the designs for all sizes.

Share with us your thoughts behind the collection showcased at the PEAKLIFE Regatta

In keeping with the location, Alibag, my collection breathes the joy of home, the ocean, and greenery. I have spent my happiest moments in Alibag at my brother's home, and was even living here during the pandemic. Just like the relaxed way of life here, it is an easy-to-wear, chic, resort collection with comfortable, feminine silhouettes. I have made generous use of crochet, lace, mirrors...

Then and now: What is the difference in your style of working?

There is a method to the madness now. We focus on every collection, with emphasis on social media marketing, offline marketing, the finer details of the photoshoot, and so on. It is a meticulously thought-out process.

A word of wisdom for aspiring designers

Enjoy what you do. Be who you are. Believe in yourself. ▲



WILDLIFE COUTURE

Fashion designer Anita Dongre lends a hand to elephant conservation in India, through Rewild.

Jaipur has been a living museum for fashion designer Anita Dongre. A constant repository of inspirations and creative threads as she has brought in musings from Gujarat and Rajasthan in her stunning creations over the decades. Against the backdrop of the City Palace in the Pink City recently arrived her craft-led couture show, Rewild'23: Fashion for Good to help raise funds and awareness towards nature and elephant conservation.

The designer strongly believes that it is essential to sustain and preserve old crafts in rural India, and one of the many ways to do so is by giving a contemporary twist to these age-old heritage arts. "Rajasthan is a treasure trove of inspiration with its rich legacy of craft history. We try to maintain contemporary silhouettes and a modern aesthetic to balance the traditional design elements we use," says Anita. "Every part of my collection is crafted by hand, by highly skilled local artisans. We are also in the process of approving plastic-free and zero-wastage packaging for our

garments. The journey to reducing our carbon footprint is a long one and we are constantly trying to better our efforts."

The debut chapter of Rewild was co-hosted by Princess Gauravi Kumari of the royal family of Jaipur. Supported by Kartiki Gonsalves, the Academy award-winning documentary maker and photographer who stepped in as the advisory partner, the funds raised went to the Nature Conservation Foundation (NCF) to amplify their project in South India, addressing human-elephant conflict and promoting peaceful coexistence.

Rewild'23 intertwined focus with the Princess Diya Kumari Foundation (PDKF), a collective focused on the economic independence of the women of Rajasthan. The organisation promotes social entrepreneurship working with women to provide training in stitching and handicrafts, facilitating health initiatives, promoting education for girls



and skill building to create sustainable livelihoods. An exclusive visit to the foundation was arranged for mediapersons taken in pink e-rickshaws driven by women, to interact with the artisans.

Anita and Gauravi also announced their new collaboration to launch Grassroot Home with the women artisans of PDKF. Says Anita, "The exquisite art and cultural chaos of Jaipur is my inherited legacy and inspiration. Rewild has been a passion project for years in the making, and it was a dream come true to showcase it at City Palace where I have so many fond memories."



It was here the designer first met Lekhrajji, a Pichhwai artist who was restoring the fading ceilings of the palace. As they got talking, Anita realised the only way to keep his intricate craft alive was by creating work beyond restoration. Since then, the designer and artisan, have collaborated to bring the hand-painted craft of Pichhwai to couture pieces that are widely regarded as art collectables and have gone to become a signature of the brand.

“This show is a way for me to put the spotlight on India’s craft heritage and India’s threatened wildlife. I am thrilled to have Princess Gauravi Kumari by my side on this journey to revive and rewild,” says Anita. “When Anita first approached us, we were thrilled with the idea of opening our 300-year-old home and the hospitality of Jaipur City to an Indian designer dedicated to putting Indian crafts and design on the global map,” shares Princess Gauravi

Kumari “What truly lends credence to this partnership however is our shared vision for an equitable world.”

Philanthropists and corporate donors from across the world flew into Jaipur to celebrate this cause and donate towards NCF’s efforts. The Foundation provides real-time elephant tracking and technology solutions to minimise the impact of India’s shrinking forests on the communities that live with these majestic animals. The event also drew attention to The Real Elephant Collective’s gorgeous life-size elephants sculpted from Lantana - a toxic invasive weed destroying India’s forests. Each sculpture is handmade by indigenous communities and modelled after real-life elephant herds coexisting with people in the Nilgiri Hills. The sale from the Lantana elephants goes towards removing Lantana from the forests to create better habitat for elephants, and

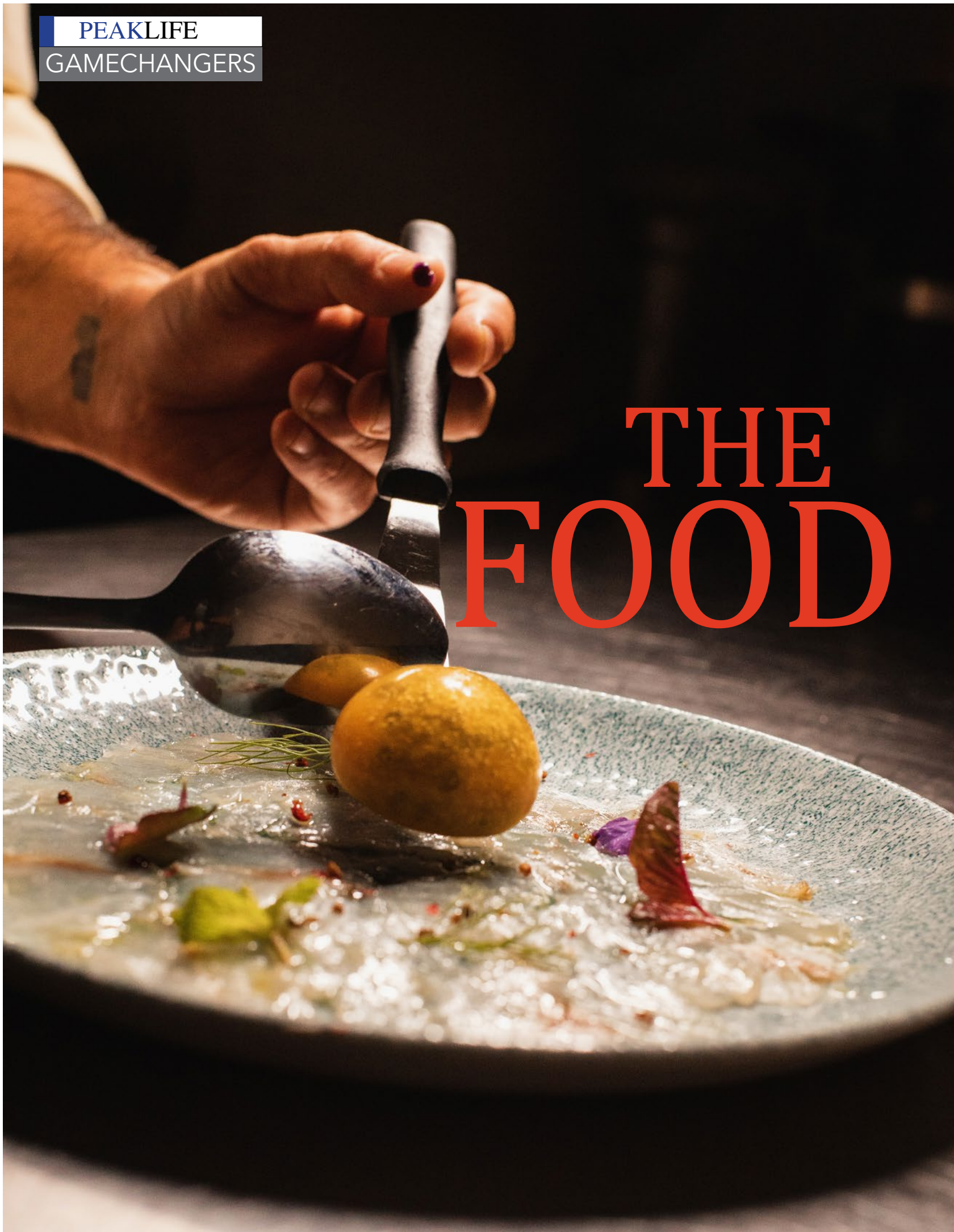
also to promote more peaceful human-wildlife coexistence.

“The idea was to inspire people across interest groups to join hands in making a positive impact. We are grateful to have received so much love and support from our partners and donors,” says Yash Dongre, President Business Operations, who brought the vision of the fundraiser to life.

The couture collection features embroideries by the women artisans of SEWA, Rajasthan’s own Gota-patti and hand-painted Pichhwai. Every garment features abundant foliage and exuberant wildlife of Indian forests. Intricately embroidered and hand-painted elephants and birds interspersed with trees and florals dance harmoniously across the entire collection, bringing to life the message of co-existing peacefully with nature. ▲

PEAKLIFE
GAMECHANGERS

THE FOOD





GAME

Luxury's relationship with food is evolving, and shaping new forms in menus and marketing as culinary majors, chefs, restaurateurs and foodpreneurs are bringing in ways to expand their creative universe. Worldwide travel is gaining stellar traction post the pandemic and opening new dimensions.

Shilpi Madan draws in conversation poster stars from the culinary globe and from the world of delicious treats to spotlight the making of the multisensory food game. Here's your peep into the evolving equation of luxury with food on on what makes it work.



PEAKLIFE
GAMECHANGERS



GOURMET GRANDMASTERS

Gary Mehigan, George Calombaris & Matt Preston of MasterChef Australia fame come together for the first time in India to host culinary adventures.

They have been inspiring young minds and hands to take to chef-dom through 11 highly successful seasons of MasterChef Australia, appearing in living rooms across the world, judging the best in Oz culinary talent on the television. Since then George Calombaris, Matt Preston and Gary Mehigan have been busier than the proverbial bee, setting up award winning restaurants, writing memoirs, hosting food shows, capturing their food journeys through countries on camera, and more.

India pulls a trump card in getting the food god trio on home turf.

Excerpts from a precious conversation with Gary Mehigan, George Calombaris, Matt Preston

What brings you to India?

Gary: Conosh. The global culinary stage where chefs can interact with their audience both through a dining experience and a learning experience. We have come together for the first time, after moving on from MasterChef Australia – the show has the biggest audience in India – and the culinary masterclasses and dinners we are hosting pan India gives us an opportunity to work together again, along with enjoying a little bit of a food tour.

What has been one of the highlights of the tour?

Matt: We have been lucky enough to go from state to state, one has nothing in common with the other. There is such a beautiful diversity in food, people, culture. A week in each city, has been

like watching a trailer for a blockbuster. People keep asking us, have you had this in Pune, that in Kochi, what about deep in the hills, further down south...? India brings an unending, fascinating food journey. For us, the excitement of trying new things, some outside our comfort zone, has been amazing.

Do you have iron stomachs?

George: No. I have a very tender stomach. I am monikered Nose-terdamus by Matt and Gary as I am a bit of a drama queen, and do not eat anything not prepared correctly. I would have been a health inspector, if not a chef.

What is the biggest challenge you experience working in the Indian kitchen?

Gary: Now, none. The team is ready with talented young chefs, capable of making, plating, and delivering high end food for large numbers. Everything is in place, though that is not the case always across the world either. Sometimes teams lack the necessary skill sets.

What is the biggest change that you observe in the Indian chefs?

Matt: They are a talented lot: from Prateek Sadhu to Avinash Martins to

Hussain Shahzad. Remember the kitchen does not run on one chef. The entire team must be resourceful. That is a big advantage in India. Young enthusiastic hands, great resources, good attitude. Once they do it, they tell the others how and why it needs to be done that way. That is knowledge is being passed on.

Parting shot

George: When I came down to India in 2012, I watched young chefs wanting to cook bad French food. Now, I see chefs embracing their own culture, hyper local cuisines making the cut. You could not see this 15 years ago in the country, could you? Growing up in Melbourne I always thought Indian food was only about butter chicken. But look at the diversity of Indian cuisines! You have got to eat to tell the story, celebrate your roots. Build the narrative, keep pushing and getting better and better.

Matt, Gary: India has some fabulous produce that is seasonal, region-specific. Logistics in Australia can make anything available to you anywhere at any time of the year. That is where India needs to catch up. But eat local, fresh, seasonal. Why look at faux meats, trying to make a beet into a fake lamb chop? Pulses, grains, millets are incredible - Gujarat is absolutely amazing, people are using chick pea flour in such ingenious ways to make delicious dishes. There are thousands of delicious vegetarian dishes to choose from. Why eat faux meats that are highly processed, have chemicals and binders? Eat seasonal produce. The key lies in conquering speed and logistics to maintain consistency in quality of ingredients. ▲

"THERE IS SUCH A BEAUTIFUL DIVERSITY IN FOOD, PEOPLE, CULTURE. A WEEK IN EACH CITY HAS BEEN LIKE WATCHING A TRAILER FOR A BLOCKBUSTER."

THE CULINARY WIZARD

Chef Gaggan Anand is doing what he does best - redefining fine dining and creating a theatre of flavours with signature ease.

He describes himself as “a chef, a musician, a dreamer, a romantic fool, a rebel, and a conductor or chaos in the kitchen!” The Kolkata-born culinary maestro, wowed the natives last month at a prized gourmet experience – “Eat, Cook, Play with Chef Gaggan Anand” at Vintage Asia restaurant at JW Marriott Kolkata. The immersive session – a multi-sensory journey of touch, sound, lights, smell, taste and the sixth element of surprise, translated to a theatrical production.

Expect the unexpected from Gaggan Anand, always. There lies the element of delicious drama and darling flavours. With reason enough. Gaggan secured the prestigious #5 position on Asia’s 50 Best List and an impressive #17 on the World’s 50 Best List in 2023.

Excerpts from a conversation:

Are you ready to drop anchor in India yet, with a restaurant?

No. India is still not ready for customised fine dining - how we do it abroad, where the chef has the liberty to put whatever he wants on the plate. Though the restaurant and hotel industry booming now, and the scenario is much better than what we

had a few decades back.

What are the changes you observe today in the Indian foodscape?

We have empowered ourselves with regional Indian cuisines; and global cuisines that go beyond just Chinese and Japanese. Nikkei, Spanish, Korean are being explored in India. We are also highlighting our street food in fine dining formats at many hotels, showcasing the hidden cuisines of the country.

Do you think Indian food is progressive enough?

I wish it were. I see chefs doing are what I have done before. I want to see more innovation in the future that reflects India in a progressive way.

What is the biggest risk that you have personally taken, with Indian cooking?

Never giving up my humble roots, my domestic eating habits. I have tweaked them, reinterpreted presentation but when you put the food in your mouth it takes you back down the memory lane through the flavour format. This risk has worked for me.

An obscure ingredient you came across recently and have used in your creations?

Many. I find it sad that we give more

importance to a Thai mango or a Japanese melon, than to an Indian guava or sweet lime. We should give impetus to our own foods, encourage farmers to produce better to showcase to the world. Hope this changes in the coming years.

Which is your favourite ingredient in the kitchen?

Chilli. One chilli can make a big difference to the essence of a kitchen.

How has the equation of luxury with food evolved in India?

India thinks caviar and truffles symbolise luxury today, they did for the rest of the world 20 years ago. Luxury is in serving the best sarson ka saag in season, beet halwa - things that are precious, we do not value them.

A challenging meal that you had recently?

Eating 20 dishes in Japan made using raw chicken. I thought I would throw up.

Your biggest challenge?

Cooking blind for diners in India. People are indecisive, change dietary preferences looking at others at the table. For me, it is about what I want to serve them as a chef. Not about what they want to eat. That is a big challenge for me.

What’s next for Gaggan Anand?

A luxury restaurant in Bangkok in 2024. It is one of my biggest projects till date. ▲

"INDIA THINKS CAVIAR AND TRUFFLES SYMBOLISE LUXURY TODAY, THEY DID FOR THE REST OF THE WORLD 20 YEARS AGO. LUXURY IS IN SERVING THE BEST SARSON KA SAAG IN SEASON, BEST HALWA."



PEAKLIFE
GAMECHANGERS



PAN ASIAN PASHA

Keenan Tham is rapidly shaping the way Indians relish pan Asian food in big and small foodie cities.

Keenan Tham, Managing Director and Co-founder, Pebble Street Hospitality, is spearheading the expansion of the most popular pan Asian restaurant, Foo, pan India. Having fortified the foothold on the Mumbai palate, the brand is busy making delicious inroads into the Bangalore and Ahmedabad F & B spaces.

An alumnus of Griffith University in Australia, Keenan joined his father's iconic restaurant 'Henry Tham', with his brother Ryan. A dynamic trailblazer, he has been rapidly carving success and creating a virtual culinary empire, slowly and steadily. One foodie city at a time.

Excerpts from a conversation:

You're going strong on Foo in the pan Asian format across India. Why?

It has more scalability as compared to the more upmarket offering in Koko. We have recently opened in Ahmedabad, a roaring 15000 sq ft in Bangalore. The response has been overwhelming, as different cities have varied F & B markets. Foo in Ahmedabad has a primarily vegetarian menu. We have seven outlets for Foo in Mumbai, with another one in Thane. The plan is to go to a new city, build traction and expand.

How have you changed food formats since inception?

We were the first to bring in Nikkei sushi. The first to introduce small plates on the menu. We personalise food formats, creating experimental dishes the consumer is keen to try. For example, Foo in Bangalore has 140 options on the menu in a dizzying spin on dimsums, and sushi. As Indians we love variety at the end of the day and want to have a bit of everything. We have brought in expansive use of mock meats and plant proteins, as the trend world over is to move from meat to plant protein. This shift in our menus has met with phenomenal response

Why Ahmedabad instead of New Delhi?

We work fabulously in malls, and have partnered with an upmarket mall in Ahmedabad. There is a lack of good pan Asian offerings in the city – that gives us a huge, untapped market to sell amazing vegetarian specials. The momentum for the brand is taking it forward radically as people were already waiting for us.

"REINVENTING CONSTANTLY IS IMPORTANT. THE INDIAN MARKET IS DIVERSE, AND SHIFTS RADICALLY. PERSISTENCE IS KEY."

Any plans of bringing in Korean specials?

Soon. Though Korean cuisine still has a long way to go in India. It does have a varied flavor profile, deep in spice and big on fermentation. Greater latitude lies in the lateral expansion – through more vegetarian options.

Your biggest challenge?

Building the right team to ensure ace quality. We have taken time to invest in training, and R & D. We have kept sourcing points same right now to standardise the quality across all outlets.

A change that has stuck on post pandemic?

Home delivery. It earlier accounted for 5-8 percent of the business. But now continues to grow strong and has evolved into a hundred percent revenue. We continue to cater at intimate gatherings at home.

What is your biggest takeaway?

Reinventing constantly is important. The Indian market is diverse, and shifts radically. Persistence is key. Be consistent, stay current, maintain ace quality. This has kept us at the top of the game. Please people with your food, to stay top of mind - that is the bottom line.

What's next?

Playing a great dad to my four-year-old! On the work front, we are looking at having 24 outlets of Foo across India by 2025. ▲

THE ROVING SUPERSTAR

Rohan D Souza proves his mettle as a successful chef partner at multi cuisine restaurants in India and beyond.



He is known for his unique concepts: from Chop At The Urban Eatery steakhouse in Nairobi Kenya to concept restaurants in Goa (try booking a table at Pisco By the Beach, or The Lazy Goose, or Blue Turtle or Toro Toro), to the stunning

setting of The Backwaters in Kerala (where you can catch your own fish and enjoy traditional dining on a rice boat) to the flavor-forward Café Montagne in Leh, to the roaring Silver Beach Café, Estella, Nom Nom and Radio Bar in Mumbai, and the swanky Halo - Cocktail Bar & Kitchen in Jubilee Hills in Hyderabad. Chef Rohan D Souza, partner at Montagne Hospitality, is acing the food game.

Excerpts from a conversation:

You're all over. Leh, Hyderabad, Kochi, Goa, Mumbai...spearheading hotfooters in the F & B space. What is the secret sauce that has gone into the making of your success?

The making has been a long process of being a hands-on chef for two decades, It has been a memorable journey - from working on cruise ships, in hotels, celebrity chef restaurants, operating from different cities, understanding evolving markets, conceptualising concepts to tap into tacit needs... Call it the in depth expertise of a chef, and immersive know-how of the details of the front of the house.

What trends do you foresee emerging in what comes to the table?

Trends are short lived. People return to honest F&B. I believe in the old school structure of straight forward cooking and that resounds in the restaurants I spearhead.

"MICROBREWERY AND FREESTYLE ECONOMICAL BAR CONCEPTS ARE FRONT RUNNER WINNERS."

What are the superwinner aspects that make for a successful restaurant?

Your team can make or break vision. Incentive HR policies and motivation perks play a massive role in your success. Also, studying F&B as a subject and realising its practices dedicatedly is the key.

How are the dynamics changing vis a vis the growing vegetarians?

Working out of Mumbai and Kolkata has made me develop tasty vegetarian dishes. 40 percent of the menu offerings are now veg driven.

How have the rules changed - what is the ratio of the bar spend to food spend?

Typically, 60:40 concepts the markets have a vast volume weekday crowd too. Microbrewery and freestyle economical bar concepts are front runner winners. I concentrate on tourist destination markets that also work on seasonal business. Fine dine F&B still has a small space in India and a handful in the country are actually ringing in the cash register.

A successful chef needs to be a good CA as well. Comment.

True. I took time, learnt the math and am hands on with investments, running costs, taxations and menu economics. Before I sow the seed for any concept, financial backend is worked out intensively. I'm not into the investor game.

What has been your biggest learning?

Work for yourself. Don't let anyone take advantage of your talent. Align with people of integrity and honesty. Take constructive criticism in your stride and work on it.

What's next for Rohan D Souza?

A food travel show in mid-2024. Also, a new concept in the Andamans. ▲

THE FOOD GOD

*Manu Chandra
aces the chef game
with his standalone
superstar, Lupa.*

Meet the culinary hands behind luxury's most exclusive dining. Founder-Partner Manu Chandra Enterprises, Manu Chandra is busy showing off his signature inventive skills at his latest venture, Lupa, at Bengaluru's tony MG Road, in partnership with long-time colleague and hospitality professional Chetan Rampal. The European food's flamboyance together with the unbeatable vibe makes for a fascinating dining experience here. Not surprising, as Manu has powered the trailblazing kitchens of the Olive

Group of Restaurants earlier. A man of few words, he is an investor partner in Chota Hazari Spirits (focused on small-batch spirits hinged on provenance and taste), a strategic investor in a plant protein company Shaka Harry, and is also the founder-partner of Bengaluru-based urban artisanal cheese brand, Begum Victoria. All while he makes time to hob nob globally, serving up gourmet gospels at the official India Pavilion at Cannes, and curating a series of cocktail receptions at the World Economic Forum at Davos.



Excerpts from a conversation:

What is the secret sauce that has gone into the making of Manu Chandra's success?

Pure obsession. There is a payoff to obsessing over one's craft, and being in the creative space leaves much room for discovery and constant, but consistent improvement and growth. The commitment of various dedicated teams to align with an overarching vision and goal is what I attribute all the success to.

You abandoned Mumbai....why?

There wasn't any intent to abandon Mumbai per se. Although my exit from the Olive group meant I did not operate businesses there anymore. Our bespoke catering company Single Thread now often caters to its clients in Mumbai and maybe hopefully in the future, we shall

"EVOLVING TASTES AND PREFERENCES INFLUENCED BY GROWING TRAVEL HAVE GIVEN US LIBERTY TO MAKE MAINSTREAM FOOD INSPIRED BY DESTINATIONS AROUND THE WORLD."

open a brick-and-mortar space for the ever-evolving dining scene there.

Lupa is the poster girl of nightlife in Bangalore. If you were to pick three aspects that nail it, what would they be and why?

Lupa is multi-faceted and isn't necessarily the poster girl of nightlife in Bangalore but a very active restaurant offering a plethora of experiences. The embodiment of luxury in every aspect brings in a sense of novelty and newness whether it is Switch, our Friday night concept to stage some of India's best artists amidst highly executed food and cocktails or regular dinner service where hospitality and attention to detail takes centerstage, makes it a landmark destination.

How have you tweaked the menu at Lupa to woo the growing population of vegetarians?

Lupa has already had three menu updates through constant tweaks. The vegetarian offering is roughly 40 per cent with a fair share also made vegan. While nothing makes the cut without an interesting twist, we have had an overwhelming response. From comfort to the nuanced: stand out favourites include Butter-poached Peruvian Asparagus, a grilled Baby Corn Elote, the Roasted Cherry Tomato Tart-Tatin and Levantine-style Vegetables & Hummus.

Pick a hot footer on the menu.

We emphasize heavily on creating experiences and a dish that has repeatedly seen success on that front has been the Lamb Shoulder Barbacoa. A sharable portion of Bannur Lamb that is marinated, slow roasted until fall off the bone, sent out to guests to be finished table-side while one of the chefs explain the dish, debone it, create a little theatre by torching and serving with enough accompaniments to complete the Barbacoa experience.

Crunch a few commercials for us in view of the renewed F&B post pandemic.

In 2023, we've seen a more aspirational clientele, seeking attention to detail and in our case, luxury. Evolving

tastes and preferences influenced by growing travel have given us liberty to make mainstream food inspired by destinations around the world. With tons of new restaurants opening all over, there have also been closures in equal measure. Building viable businesses for the long haul should be approached more like how Daniel Boulud does than did David Chang.

What percent growth are you looking at over the next year?

Detailing growth in percentages may not be the best way of looking at our businesses. But for Single Thread (our bespoke catering business) and Lupa to have found their feet and recognize their opportunities, it only is a matter of growing from strength to strength and constantly having a presence in relevant places.

For Single Thread, it is more about diversifying our portfolio of offerings in bespoke cuisine and end to end event solutions. For Lupa, being an exciting space with consistent new activations, delivering highly executed food, drink and service is key.

What percent of ingredients are you sourcing domestically?

About 90 per cent of our ingredients are sourced locally and a small portion of our produce is imported.

What is your biggest challenge?

Probably Bangalore's price sensitivity. With a product like Lupa and the cost of running a business in a city like Bangalore where spirits and wine have seen steep increments in procurement costs, the solution to the challenge lies in a balancing act between what is considered a viable business and what guests are willing to pay and return for frequently.

A successful chef needs to be a good CA as well. Comment.

Strongly agree. I have my right eye on operational quality and my left eye on the excel sheet.

What has been your biggest learning?

In a nutshell, be a damn good CA. ▲

THE CHOCOLATE CHANGE MAKER

Chaitanya Muppala is crafting a lip smacking craft chocolate empire in India, in a first for the country.

Chaitanya Muppala, founder Manam Chocolate, and CEO Distinct Origins has built the largest fine flavour cocoa fermentary in India, powering the country's first craft chocolate brand – Manam Chocolate. The mega luxury bean-to-bar experiential centre - Manam Chocolate Karkhana, launched in tony Banjara Hills in Hyderabad in August this year is eyeing a revenue of Rs 250 crore by 2027, stemming from ace production at his own processing facility in Tadikalapudi, West Godavari district, under the brand name Distinct Origins.

Craft chocolate is a work of art and Muppala is bringing in a rush of pure, sweet treats for the chocolate-loving elite. Designed to be gifted or enjoyed in signature tablets, bonbons, truffles, barks, fudge, palettes, rochers, clusters, macarons, gianduja, spreads, cakes, pastries, Viennoiserie, beverages, ingredients for bakers. And much, much more. Manam Chocolate has received a Bronze award at the World Chocolate Awards' Asia Pacific Regional Round in 2023 and this is being adjudicated for the global round in Dec 2023.

Excerpts from a conversation:

Two years. Over 120 farmers. 1500 acres of cacao in West Godavari. How has the journey been like so far?

The journey so far has been one of constant learning and discovery. A little over 4 years ago we started with knowing nothing about chocolate. It was something bought in a store and

used as an ingredient. We have been through nearly half a decade of complete intensive immersion that started on a cacao farm that has led us to create nearly 300 different products spread over 50 categories through an elevated experiential process. We are now armed with a mission to introduce and continue this pursuit for world class Indian Craft Chocolate.

Calibrate the response to Manam Chocolate Karkhana?

It has been quite overwhelming. We were overflowing with customers within the first 10 days of opening. Consumers connected with the story we are trying to tell and their interest in craft chocolate and their acceptance of our products was significantly higher than we initially expected.

What has been the turning point over the past one year?

The turning point for us was the massive response upon launch. The virality we witnessed and the type of customer acceptance of our story and Manam Chocolate's product offering coming in so emphatically and so quickly after our launch, significantly altered our strategic trajectory.

"WE ARE NOW ARMED WITH A MISSION TO INTRODUCE AND CONTINUE THIS PURSUIT FOR WORLD CLASS INDIAN CRAFT CHOCOLATE."



How many products and categories does the Manam craft chocolate span as of now?

Manam Chocolate, Edition 2023 demonstrates just how versatile Indian cacao can be. We are exploring and exploding the endless possibilities of this magic ingredient that go beyond bean-to-bar. With a wide range of unique craft chocolate experiences, spanning 250 concepts across 45 categories, we are showcasing the true potential of cacao in a pathbreaking way.

What proprietary technology are you employing?

We have invested most of our time and



resources into building technology that allows us to engage with farmers better, conduct a sophisticated fermentation and drying and allows us to maintain end to end traceability. We work with a software program that allows us to do all this that we built and that records data on a block chain, making it incorruptible. We work with a system of sensors that feed into our program at the Fermentery of our sister concern Distinct Origins in Tadikalapudi, West Godavari that allows us to link parametric data during fermentation to the outcome in flavour profiles of the cacao. This extends to chocolate

making and chocolatiering where we continue to pull all of this data to make effective decisions as craftspeople.

“Crafting chocolate from the source gives power, but also responsibility” – Do comment

This signals to the responsibility of doing things right. To take up arms and go all the way at every step and to give the attention, focus and detail to take the cacao forward into its other forms. It also signals the need to be effectively equitable to all the partners in our chain. From farmers, who craft at source to our fermenters,

chocolate makers and chocolatiers.

What measures are you taking to control the carbon footprint?

Most of our cacao travels less than 500 kms from the tree till it becomes a product. Contrast that to all the commodity cacao that we consume in industrial chocolate that travels on average 12,000 to 15,000 KM on sea routes.

What's next?

We plan to have three retail points of sale by the end of the financial year; presence in 3 major metro cities over the next 24 months. ▲

MAAI OF ALL THINGS

Columbus Marquis is shaping Goa's superstar restaurant Maai in a 125-year-old Portuguese villa in Assagao.

At 27, Goa-based entrepreneur and restaurateur Columbus Marquis is a game changer in the F & B industry. A second-generation hospitality professional, Columbus honed his skills at his family-run Marquis Beach Resort, opened by his father more than 30 years ago. Cut to 2023. Columbus is partner at the tony Maai; and popular Yazu Goa. The young restaurateur believes the F & B space is fast becoming a "fashionable industry, akin to the film business and the hotel sector, drawing in entrepreneurs".

Excerpts from a conversation:

You started out early. Does that hold you in good stead?

You have the option to devote all of your time, brainpower, and money to a business if you start early. There is no genuine benefit, but because we all know that hospitality is a time-consuming, on-the-job industry, being youthful provides you the advantage of being able to move about, stay up late, and still operate the next morning.

Any pro tips you would like to give to the budding young restaurateurs?

Managing a restaurant takes a lot more than just passion. When you decide to start a food and beverage business, you must spend some time planning and conceptualizing - this will save you time and money in the long run. Hiring a good team, the right chef and experienced staff sets you off well. But the restaurant concept needs to be sound. Get a good F & B consultant onboard, if you lack expertise in this industry.

What's the secret sauce that has gone into the making of your success?

I have always had an entrepreneurial mindset. I get this from seeing my father work multiple businesses, and it is his guidance that has been critical to the success. Nothing would have been possible without the foundations laid out by the entire management team.

What is the ethos of Maai?

Maai boasts a unique ambiance that seamlessly blends chic and cosy elements. The outdoor bar enhances the experience, inviting patrons to enjoy a laid-back atmosphere under the open sky. The intentional size of Maai's space caters to diverse preferences, accommodating both intimate gatherings and lively social events. Beyond being a dining destination, Maai embodies a sense of community, offering an inviting space where guests can create lasting memories amidst the vibrant energy of Assagao. It is more than a restaurant bar; it's a place to call home in the heart of Assagao's dynamic spirit.

Are you sourcing sensibly?

At Maai, we focus on sourcing locally, prioritizing Goan ingredients and

"THE PRIMARY CHALLENGE LIES IN NAVIGATING THE INTRICACIES OF THE DYNAMIC AND HIGHLY COMPETITIVE HOSPITALITY AND F&B INDUSTRY."

spices. While we are making strides, Goa's infrastructure is evolving, and it will take time to achieve optimum efficiency. We have taken steps like using paper-based or biodegradable plastic for takeaways. Yazu has embraced rice straws and bid farewell to plastic bottles. We are committed to conscious kitchens, continually exploring eco-friendly alternatives to contribute positively to the environment.

As a second-gen entrepreneur, how have you reinvented the rules of the game, especially post the pandemic?

The core remains unchanged. Being a second-generation entrepreneur, I have adapted to the post-pandemic landscape. I have innovated in communication, marketing, and promotions - we introduced a unique live music Sunday with local Konkani artists, blending retro brunch vibes with tradition. We use our menu to tell stories and leverage social media to share these narratives. It is not just about staying current; it is about creating memorable experiences that resonate with our audience.

What commercial targets are you looking at this year?

Our commercial targets this year revolve around striking a balance between foreign and Indian tourists. While we have witnessed the return of foreigners to Goa this season, the unwavering support from our Indian guests has been crucial, especially during challenging times like the pandemic. Although there has been a slight dip in foreign tourist numbers



due to charter shutdowns, our focus remains on maintaining a healthy mix of both demographics.

With many turning vegetarian and locals preferring mutton and beef, menus are rapidly transitioning to include 50 percent vegetarian dishes. As an F & B major, how are you dealing with this effectively?

As an F&B major, we are attuned to the changing landscape of dietary preferences. Recognizing the predominant vegetarian trend in India, our menus maintain a healthy balance between vegetarian and non-vegetarian

offerings. To cater to evolving tastes, we are proactively embracing culinary trends by incorporating vegan, gluten-free, and other dietary-restricted options.

What is your biggest challenge?

The primary challenge lies in navigating the intricacies of the dynamic and highly competitive hospitality and F&B industry. The fast-paced nature of this sector demands constant adaptability and innovation to thrive successfully.

What have you learnt?

The takeaway has been clear: customer

loyalty hinges on a great product. Despite significant investments in ambiance, the core focus must always be on delivering a top-notch product. It is a balance that ensures sustained success in the competitive landscape.

What's next ?

For me, the journey continues to evolve. After infusing culture into food with my last venture, the next chapter involves blending food and art. We are currently working on a unique avenue that promises a delightful fusion of culinary experiences and artistic expression. ▲

PAN ASIAN CLUB LEADER

Evolving Oriental classics in keeping with the Indian palate explains Ranbir Nagpal's success.

Ranbir Nagpal, co-founder and partner, Yazu - Pan Asian Supper Club is busy bringing Oriental classics to discerning diners across Mumbai. The roaringly popular, flavour-forward eatery has recently sprouted a super successful sister restaurant in Juliette next door in suburban Mumbai.

Nagpal has got his finger on the pulse of the consumer, with Yazu serving up Jain and keto versions in every dish on the menu, to meet the tacit needs of those fond of enjoying delicious pan Asian food. So much so that classics including mock meat dumplings, Mexican black rice sushi, and donburi are synonymous with Yazu, in the city's fickle foodscape.

Excerpts from a conversation:

It is a crowded space – the pan Asian food segment in India. How are you navigating the Indian palate through Yazu and Juliette?

We have created fusion menus, with dishes that are a blend of both Asian and European flavours while incorporating traditional Indian spices to suit the Indian palate. Keeping in mind dietary requirements, like vegetarianism and Jain food preferences, our kitchen staff is trained to make necessary alterations in recipes while maintaining authenticity and flavour. Moreover, we run promotions and events that offer customers a chance to try new dishes and provide feedback. Continuous innovation, thoughtful menu planning, and keeping the customer preferences have been key builders in helping us navigate the evolving Indian palate.

How many outlets in Mumbai and beyond?

Currently we have three outlets of YAZU – Lower Parel, Andheri; and in Goa. Another outlet opens next year

What is your brand strategy?

Creating a cohesive and consistent brand image across all locations. This includes developing a brand identity that resonates with the target audience, incorporating a unique and memorable logo, and ensuring a consistent messaging and tone of voice in all our marketing efforts. Of course, we provide high-quality dining experience at all restaurants, with a focus on excellent customer service, fresh and delicious food, and inviting ambiance.

There are cafes and restaurants mushrooming at every corner during the pandemic. According to you, what are the three most important aspects that make an F & B brand survive through the period of gestation?

Great food, great quality. Using fresh ingredients, and ensuring prompt and friendly service helps building a loyal customer base and generates positive word-of-mouth recommendations. Managing costs effectively and having a well-structured financial plan is vital during the gestation period. Restaurants should closely monitor expenses, negotiate good deals with suppliers, and optimize inventory management. Additionally, having a realistic budget, forecasting revenue, and regularly reviewing financial performance will help in making



informed decisions. Effective marketing and promotion strategies play a critical role in attracting customers, especially during the gestation period. Utilize various marketing channels such as social media, online platforms, local advertising, and collaboration with influencers to create awareness about the restaurant. Offering special promotions, discounts, or organizing

"MANAGING COSTS EFFECTIVELY AND HAVING A WELL-STRUCTURED FINANCIAL PLAN IS VITAL DURING THE GESTATION PERIOD."

events to engage the target audience can also help drive footfalls and build a strong customer base.

How have the commercials evolved over the past two years?

Honestly, the hospitality sector booms during peak seasons like Diwali, Christmas, holidays, and slows down during monsoon. We have been experiencing a 20 per cent increase in sales each financial year.

Secret peep into how you have nailed the bar?

The in-house infusions have been a huge hit for our brand and this has motivated us to explore deeper and push the envelope furthermore into numerous other flavors. Unique cocktails with infused alcohol push the boundaries of traditional mixology. By infusing spirits with unconventional ingredients like fruits, herbs, or spices, mixologists can create new flavors and textures, elevating the cocktail experience and providing guests with innovative and memorable drinking options.

What's your opinion on the business brought in through food aggregators?

Restaurants are increasingly dependent on food delivery aggregators like Swiggy and Zomato to bring in more customers and boost their revenue. The platforms provide a massive reach to those lacking visibility in their area, and can significantly increase their order volumes. Often commission and marketing fees charged by them can eat away at profits. Also fluctuations in demand, changes in commission structures, and similar variables can impact business and stability. Hence, it is essential for restaurants to diversify their revenue sources and not hinge too much on third-party aggregators.

What's next?

Expanding to Chandigarh and Delhi next year. Our target is to have at least one outlet in each of the top tier cities within the next couple. ▲



THE JIO TAKEOVER

The mint new Jio World Plaza, in BKC Mumbai, elevates the bar for luxury retail and entertainment experiences in India.



The world of luxury in India has changed. With the arrival of Reliance Industries Limited's Jio World Plaza, an immersive retail destination for top-end, global standard shopping, and entertainment experiences.

Think tony brands including Balenciaga and Tory Burch, in their first brick-and-mortar retail spaces in Mumbai, as well as pop-ups by renowned Indian designers including Manish Malhotra, Ritu Kumar, Falguni Shane Peacock, Abraham & Thakore, and Abu Jani Sandeep Khosla. With 66 top notch brands opening in phases for shopping at the Plaza, with the rest to welcome shoppers shortly. Notable international newcomers to the Indian market include Balenciaga, the Giorgio Armani Café, Pottery Barn Kids, Samsung Experience Centre, EL&N Café, and Rimowa.

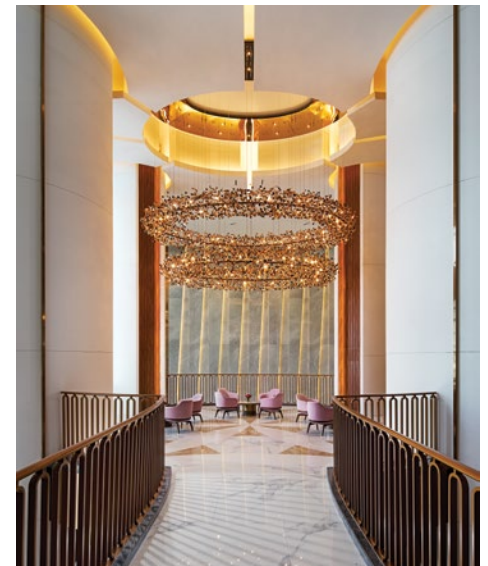
Mumbai welcomes its first stores of Valentino, YSL, Versace, Tiffany, Ladurée, and Pottery Barn, while key flagships include other iconic brands like Louis Vuitton, Gucci, Cartier, Bally, Giorgio Armani, Dior, YSL, and Bulgari dotting the 7,50,000 sq ft.

The Plaza seamlessly integrates with the Nita Mukesh Ambani Cultural Centre, the Jio World Convention Centre and the Jio World Garden, making it an all-encompassing destination for visitors. Says Isha M Ambani, Director, Reliance Industries Limited, "Our envisioning of the Jio World Plaza is aimed at bringing the best global brands to India as well as highlighting the prowess and craftsmanship of top Indian brands; and hence create a unique retail experience. Our pursuit of excellence, innovation, and enhancing customer experience

continues to propel us in every venture."

The Plaza is designed as an exclusive hub for retail, leisure, and dining. Spanning four levels, the retail mix will also be home to renowned designers like Manish Malhotra, Abu Jani-Sandeep Khosla, Rahul Mishra, Falguni and Shane Peacock, and Ri By Ritu Kumar, among others.

The engineering, inspired by the lotus flower and other elements of nature, has been brought to life through a collaboration between TVS, a prestigious international architecture and design firm headquartered in the United States, and the Reliance team. The shopping concourse is punctuated with meticulously placed sculptural columns that act as a visual thread weaving design continuity into the fabric of the space. Marble-clad floors, soaring vaulted



ceilings, and an artful play of soft lighting coalesce harmoniously to establish a backdrop that exemplifies the essence of luxury.

From a contemporary sculpture by artist Jitish Kallat welcoming visitors on the first level, to the entertainment offerings on the third level, which include a multiplex theatre and a well-curated gourmet food emporium, as well as world-class

restaurants, the Plaza aims to provide shoppers with a consummate retail experience. Services like personal shopping assistance, VIP concierge, taxi-on-call, wheelchair services, hands-free shopping with baggage drop, butler service, and baby strollers amplify the Plaza's commitment to the consumer. "The Jio World Plaza is more than a retail destination; it's an embodiment of aesthetics, culture, and leisure," says Isha Ambani. ▲

THE SKY IS HOME

In conversation with Kai Peters, Senior Director Customer Experience Design, Lufthansa Group.



For Kai Peters, there was never a dull moment while working in the aviation industry. Having worked for over two decades, he has always enjoyed creating the best customer experience in each and every role. He says, “the airline industry is a fast-moving and ever-growing business, connecting people, cultures and economies around the world – where crises and changes always impact the industry first.” Peters have worked for the Lufthansa Group in three continents, “During my time in Asia-Pacific, it was very much a time of growth and development with the opening of many new destinations,” he explains, “in my time as Country Manager in Australia, I recognized the importance of customer needs when traveling very long distances to Europe and beyond. My current role, which involves working on future products collaboratively in close cooperation with

customers, is very exciting.” We delve further into the conversation...

According to you, what are the key pillars of providing great customer experience in premium luxury air travel?

A key success factor is the ability to listen to customers to develop products and services catered towards their needs, using both feedback and input from passengers and crew members. Lufthansa is just launching our latest generation of aircraft cabins, with new suites in First and Business Class and new seats in Premium Economy and Economy. These are state-of-the-art and cater to various customer needs. We created a concept with 14 different seat types in one cabin, because we know that every customer is different, so why should seats and cabins

be standard? An extra-long bed (2.20m) for the very tall passenger, the First Class Suite Plus for the couple traveling together on a special occasion or the extra-space Business Class seat ideal for a day flight with additional space for work, relaxation, entertainment and dining. We even offer premium features in our Economy Class seats, with additional legroom (+3”) or a free neighbor seat for privacy, all with our latest large IFE screens in 4K resolution.

Can you tell us a bit about the Lufthansa Allegris launch and how it will change the way customers travel with the airline?

With Lufthansa Allegris, we will offer more choices than ever before. With 7 different seat types in Business Class alone, we address the individuality of our customer. Upon booking a Business Class seat, the

customer can reserve a seat type according to his personal needs and preferences: extra legroom, extra space, traveling together or alone, with a baby or with your beloved partner. Travel needs may differ significantly and the Allegris concept caters to the individual and their needs.

What is the first class experience for a Lufthansa passenger and how is it different from other airlines?

Lufthansa and SWISS will offer a unique double suite for two people traveling together. Our First Class Suite Plus is about creating a shared experience in which a couple can share a floor-to-ceiling high suite that is fully enclosed and private. With a double queen-size bed, a shared table to jointly enjoy a 6-course dinner in restaurant-style on board, a 43" huge

screen to watch movies together as well as high-end PORSCHE amenities and comfort articles. For those who travel alone, two First Class Suites with single occupancy and the same high-end standard will be available, including seat-heating and cooling, wireless headphones, Bluetooth

"AT LUFTHANSA GROUP, WE STRIVE TO CONTINUOUSLY EVOLVE OUR OFFERINGS AND WORK TOWARDS INCREASED PERSONALISATION OF THE CUSTOMER EXPERIENCE."

connectivity and wireless charging. The well-known and praised First Class hospitality from dedicated first class crew members will make this experience unique and very special.

What are some of Lufthansa's sustainability strategies?

Lufthansa is renewing our entire fleet by investing in new fuel-efficient aircraft with twin engines. We have also been using Sustainable Aviation Fuel (SAF), which reduces the carbon footprint from conventional kerosene by 80% in our flight operations since 2011 and will now be investing up to USD 250 million in procuring SAF for the coming years. By 2030, we hope to steadily increase our SAF volumes offered to up to 1 million tonnes. Our latest AeroSHARK technology, inspired by the aerodynamics of shark skin, is also able to reduce an aircraft's fuel consumption and CO2 emissions by 1%. Fleet modernization is therefore an essential component of our overall sustainability strategy. In F&B, we see pre-order and pre-select as measures to avoid food waste. Through these initiatives, we hope to halve our food waste from 2019 levels by 2025. We have also started to offer Green Fares to allow customers to easily offset their carbon footprint through funding high-quality, long-term climate projects. In 2022, we have offset about 380,000 tonnes of CO2 through these initiatives.

What are the air travel trends that will be popular in the years to come?

Staying connected while traveling is considered essential for the digital affluent traveler. Digital solutions on-board (IFE, Wi-Fi, Cloud-services) and on the ground (Biometric Check-in as well as at the gate, Airlines applications) are crucial to offer a seamless travel experience. We see individuality and personalisation as important, ever evolving, trends for our industry. Customers are now asking for more products catered towards their personal needs. Sustainable and responsible flying is becoming increasingly relevant for our customers who are looking for effective solutions. At Lufthansa Group, we strive to continuously evolve our offerings and work towards increased personalisation of the customer experience. ▲



THE LOOM LEGACY

Shanti Banaras shapes a loom legacy powered by India's age-old artisanship and timeless techniques.

By Shilpi Madan



For founder Khushi Shah, shaping creative corridors through the loom narrative of her brand Shanti Banaras is her way of preserving the heritage of handwoven Banarasi fabrics, and strengthening ethical practices.

Born in 2019, Shanti Banaras is the young vision of siblings Amrit and Khushi Shah, stemming from their rich 70-year-old legacy of weavers from Banaras. An alumnus of Fashion Institute of Technology, New York, Khushi brings with her the creative

expertise in design and textiles to lead the brand into the contemporary fashion scenario, sure-footedly, with Indian sensibilities.

Excerpts from a conversation:

Why the name Shanti Banaras?

‘Shanti’ was my grandmother’s name. The brand is an ode to her, and to her inimitable love for sarees. We have grown up watching her wear sarees with utmost grace and elegance. She forms the essence of Shanti Banaras.

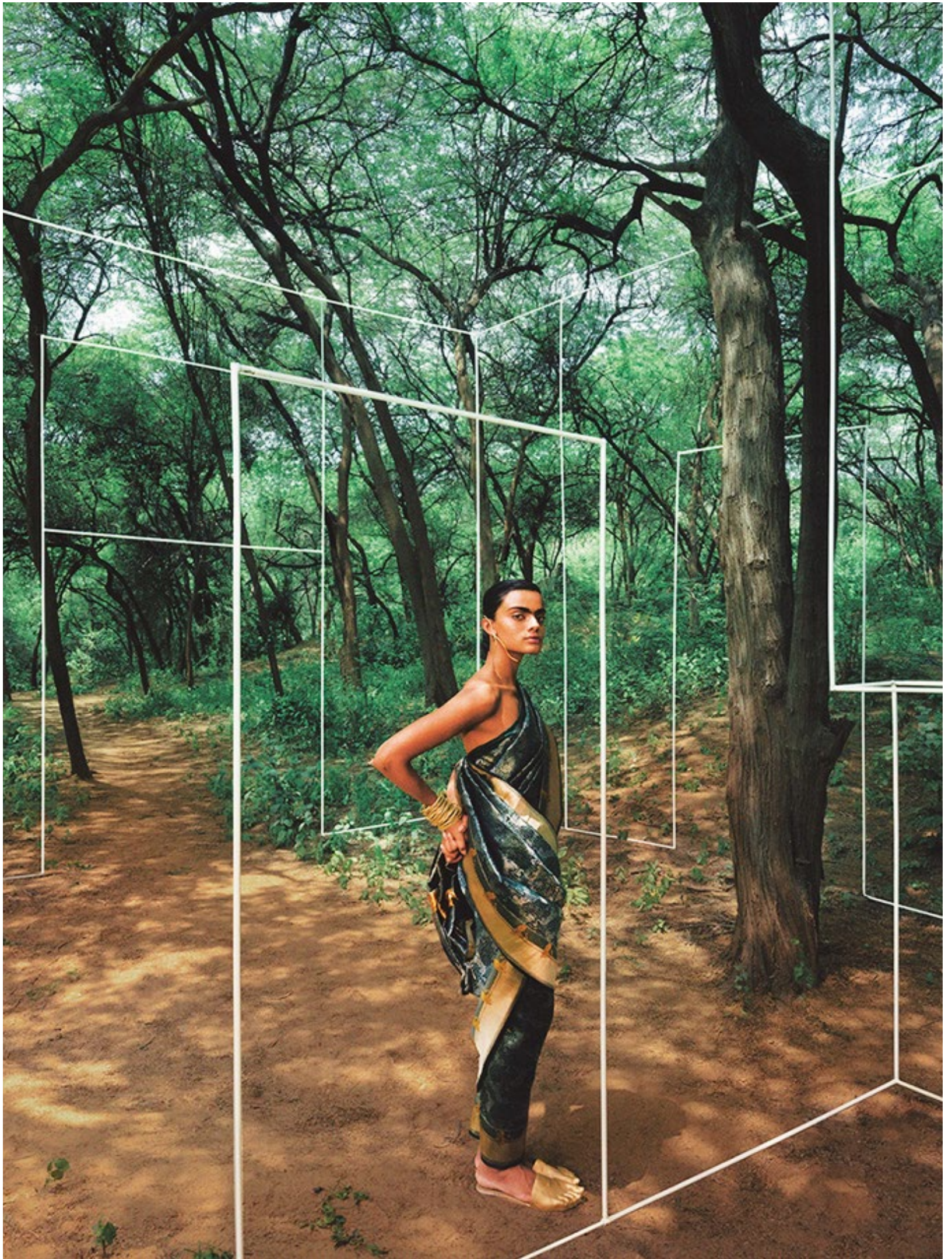
Define your brand ethos

All our products define slow fashion. We are in the business of luxury handloom, supporting weavers, and promoting the sustainable use of fabrics.

Each of your creative campaigns is a conversation starter. What powers your thoughts?

Amrit and I form the third generation in the family loom business. For us the age-old craft of Banaras forms the core strength of our work. We believe in community building and work with over 80 weavers, reviving,







promoting, showcasing the handiwork of the ancient city. From the ghats to the global canvas, we want to make an impact in the contemporary scenario. This makes us come up with meaningful campaigns – for instance our previous collection Roar was a special narrative, through which we drew attention to the shrinking forests, the natural habitat of the tigers. The idea was to juxtapose the geometrics of the tiger’s anatomy with the traditional patterns of the Banarasi weave.

Tell us more

We did another collection – Akathya – to highlight the transgender community. Stripes in multicolours formed the eight vibrant weaves modelled by transgender women – one was a radio jockey, another a politician, yet another a make up artist...

"THE IDEA WAS TO JUXTAPOSE THE GEOMETRICS OF THE TIGER’S ANATOMY WITH THE TRADITIONAL PATTERNS OF THE BANARASI WEAVE."

– all established achievers. These are important narratives we shape through strong campaigns to create a voice.

What are you working on now?

A precious collection of weaves – virtual heirlooms – in 180 authentic zari sarees going back in time. Using pure silver and gold, 80 different resham threads have been woven by over seven people a day for

a year to preserve artisanal prowess. These are intricate heirlooms with resale value.

Share with us a few insights as you contemporise the brand?

Engaging with clients is the crux of our business. Understanding the mindset of the new generation, keeping young brides in mind, observing how they choose to style and drape the sarees and lehengas, the colour combinations they prefer – the collective experiential interface brings with it new learnings everyday.

What’s next?

We plan to set up three more stores over the next year, across India driven by our core concept of experiential purchase. Another upcoming collection is centred around khadi. ▲

BORN TO BLAZE

Global philanthropist and business tycoon Sudha Reddy on what powers her passion for life and luxury.

By Shilpi Madan

She wears many powerful hats with signature elan. A successful business woman, a philanthropic leader, a high-powered entrepreneur, a vibrant art collector, and fashion connoisseur - Sudha Reddy is decidedly a tough act, beautifully distinctive and strong in her own right.

The Hyderabad-based icon's barrier-breaking success is emblematic of sheer dynamism. As Director, Megha Engineering & Infrastructures, and Chairperson, Sudha Reddy Foundation, she is synonymous with forward-thinking, she has been working zealously to power initiatives for women and children welfare.

As a fashion icon she has made waves on the global stage as well – the bespoke ear cuff she wore at the MET Gala in 2021 and her startling ensemble created ripples across the fashionista pages globally. She was the only Indian representing the country at the Oscars of Fashion at the event.

Wife of billionaire Megha Krishna Reddy, Sudha has always shone in her own right, making her charity work speak volumes in the country and beyond. Philanthropy defines her life, as she constantly spotlights socio-economic causes on a global platform through her generous associations.

Excerpts from a conversation:

You are a successful businesswoman, entrepreneur, philanthropist, and fashion and art connoisseur. Which aspect satisfies you innately?

I derive deep satisfaction from my philanthropic endeavours, joyously channelling resources to uplift the less fortunate, particularly in areas of children's and women's welfare, and education. I am deeply committed to contributing to philanthropy. I find genuine fulfilment in these meaningful pursuits.







Microbiology is an intriguing domain – share with us the making of your interest in this area. What prompted you to take it up?

At first, my goal was to pursue a career in medicine, and that's where microbiology entered the picture. The fascination stemmed not only from studying microorganisms but also because it offered a more intricate path compared to MBBS.

You are powering the CSR, and wellness initiatives at Megha Engineering & Infrastructures (MEIL). What are the projects there you are steering herein to power the human capital?

I spearhead the CSR initiatives at MEIL through impactful corporate social outreach. We are committed to nationwide healthcare, education, and empowerment that transcend rural Hyderabad. We have aligned strong partnerships with renowned global foundations like UNICEF, Global Gift Foundation, Breast Cancer Research, Action Against Hunger, Fight Hunger Foundation, and Mother Teresa Foundation.

What made you decide to pursue a career in leadership?

In my view, leadership is essentially providing guidance in the right direction. Whether it's guiding an individual, a community, or even a nation, the essence of leadership lies in steering towards the right path. That's what motivates me.

Who are some of your female role models?

I find inspiration in numerous women for learning and growth. Among them, Oprah, Michelle Obama, and Lady Diana stand out immeasurably. Their resilience, grace, and compassion deeply resonate with me, serving as a constant source of admiration and motivation.

How do you empower women?

Empowering women is a mission close to my heart. Through initiatives like education, healthcare, and skill development, I aim to create opportunities, instil confidence, and pave the way for their success. To me, true empowerment for a woman means not only managing her family but also uplifting other women in her circle.

What is the value system that you wish to pass on ahead to your children, and to others in your work force?

For my children, be a proud citizen of your nation and that giving is the most powerful thing you can ever do. And to the workforce, I would say that development is important but what is of utmost importance is conscious development.

“EMPOWERING WOMEN THROUGH INITIATIVES LIKE EDUCATION, HEALTHCARE, AND SKILL DEVELOPMENT IS A MISSION CLOSE TO MY HEART.”



“SETTING UP THE SUDHA REDDY FOUNDATION WAS A PIVOTAL MOMENT FOR ME. WHEN A FEMALE ENTREPRENEUR PROGRESSES, EVERYBODY AROUND HER PROGRESSES.”



Share with us an unusual aspect of your career path

While my career path may not be particularly unusual, the most intriguing aspect is undoubtedly my husband. There isn't a day that goes by where I don't learn something new from him. It's a privilege to call him my husband, my business partner, my biggest supporter and my mentor.

What have you learnt in life?

Life is beautiful in itself. Giving and sharing makes it even more beautiful, and considering the whole world as one big family makes it the most beautiful.

Share with us the premise covered by the Sudha Reddy Foundation. How many lives have you touched so far?

The Sudha Reddy Foundation, which I spearhead, is committed to enhancing lives. Our efforts, ranging from empowering women and strengthening children, providing the weapon of education and uplifting marginalized communities, all have positively impacted numerous lives nationwide. We have also formed strong collaborations with various renowned global foundations, including UNICEF, Global Gift Foundation, Breast Cancer Research Foundation, Action Against Hunger, Fight Hunger Foundation, and the Mother Teresa Foundation.

What are the three qualities of a successful woman entrepreneur?

The ability to pursue their dreams with an amazing sense of resilience, offering substantial support to those around them, and encouraging a mindset of collective growth. When a female entrepreneur progresses, everybody around her progresses.

What has been the biggest turning point in your career?

There have been quite a few turning points in my career. Setting up the Sudha Reddy Foundation was a pivotal moment for me. The decision to embrace philanthropy stemmed from a deep desire to make a meaningful impact. It definitely marked a transformative step in my career path.

Having the honour of being the sole Indian attendee at the Met Gala 2021 was quite a remarkable feat in my career trajectory. Beyond just walking the red carpet, the experience was enriching as it allowed me to delve into the intricate world of fashion. It taught me valuable lessons not only about the industry itself but also about the broader aspects of the world beyond fashion.

What do you think are the biggest challenges facing female leaders today?

In today's leadership landscape, women face challenges





**“LIFE NEEDS TRANQUIL MOMENTS,
SPIRITUALITY, AND PRAYER FOR SANITY.
THERE’S A TIME FOR EVERYTHING.”**



such as championing equal opportunities, and pushing for greater inclusivity. It's about breaking backward patterns, within your own families and with the outside world, proving that leadership knows no gender, and inspiring the next generation to shatter ceilings with hardwork and grace.

What is your biggest challenge?

Fortunately, I haven't encountered hardships thus far. However, the most significant challenge has been bridging the gap between corporate operations and social outreach at MEIL. I'm working towards this integration through avenues like philanthropy, arts, and culture.

What has been your most memorable experience as a female leader?

Each step holds its own memories, and every achievement, big or small, is truly significant to me.

Who have been some of your biggest cheerleaders throughout your career?

My two sons. Their support and continuous motivation and faith in me is of immense significance in my life.

How do you deal with stress and maintain a healthy work-life balance?

Yoga and meditation form an important part of my life. They play a vital role, helping me in my daily functioning. Life needs tranquil moments, spirituality, and prayer for sanity. Whether strolling in my backyard, playing with my lovely dog Scoop, or spending time with family – these elements are just so essential for recharging. But to maintain a healthy work-life balance it is definitely important to prioritise your work and personal life. There's a time for everything.

What is your definition of success?

The definition for success can be different for everybody. I believe it is a uniquely personal journey. For me, it is the positive impact I create on others, the legacy of kindness and resilience that I leave behind. It is about the change I bring in other people and in making the world a better place. That is success for me.

How do you maintain your energy and enthusiasm throughout the day?

By keeping a positive attitude and interacting with nature and the universe. By prioritising mental recharge daily.

What is the best part about being Sudha Reddy?

Purity of heart. It shapes my philanthropic endeavours and brings authenticity to every pursuit.

What's next for Sudha Reddy?

Diversifying into a space that resonates with me personally, wellness and hospitality. I'm on the quest to introduce alternative living with wellness at its centre and take people on a journey towards a high quality, healthy life. ▲



LOUNGING AROUND

Tired of crowded gates and crying kids? Airport lounges are here to save the day!

By Neha Mehrotra

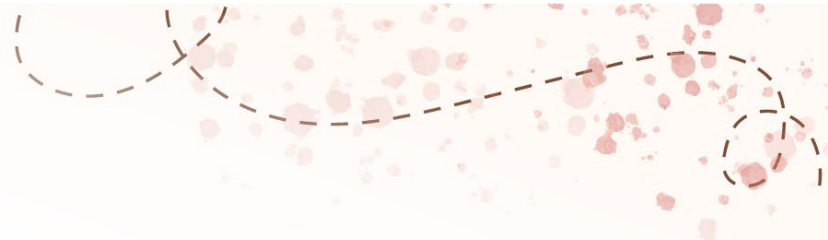
The standard airport experience can be chaotic, with the hustle and bustle of travellers, the constant noise of rolling suitcases, and the challenge of navigating through crowds.

However, there's a haven within the chaos: airport lounges. These exclusive spaces offer travellers a retreat from the mayhem. Airport lounges go beyond just comfortable seating; they often come equipped with high-speed Wi-Fi, complimentary snacks, and amenities like showers and nap pods. Some even take luxury to the next level, providing spa services, gyms, and gourmet dining options. So, if you prefer a more refined and relaxing travel experience, here's a guide to some of the best business airport lounges in the world where you can unwind and take a breath before you take off.

SilverKris Business Lounge, Changi International Airport, SINGAPORE

Nestled in Changi Airport's Terminal Three, Level 3, the SilverKris Lounge exudes luxury, accommodating 1,100 passengers. Recently revamped, the 24-hour Business Lounge offers distinct zones for dining, work, relaxation, and sleep. From a chic living room area with productivity pods to a courtyard-style space for light bites, the lounge provides a versatile experience. The dining hall, which serves locally inspired and international cuisine, accommodates up to 200 patrons. A bartender service with Piper-Heidsieck Champagne, quality wines, and spirits complements the self-serve alcohol counter. Additional amenities include an exclusive relaxation room, meeting room, family playroom, baby care, and wheelchair-accessible restrooms with showers.





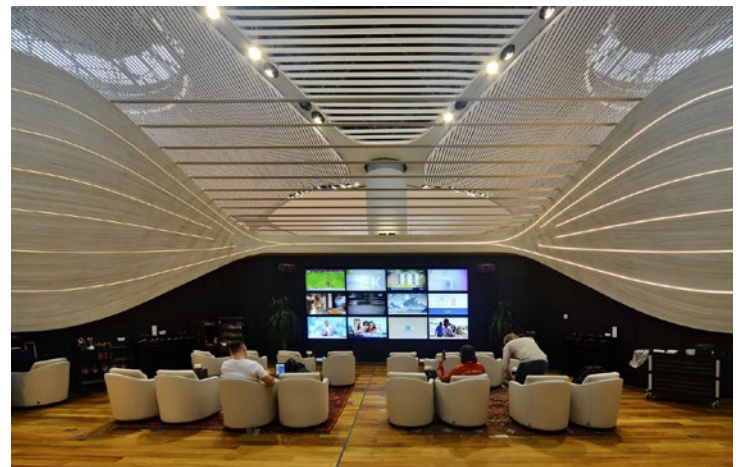
Emirates Business Class Lounge, DUBAI **INTERNATIONAL AIRPORT**

Located one level above Terminal 3's Concourse B, the expansive lounge accommodates 1,500 guests with open-air spaces and luxurious leather seating, providing sweeping concourse views. The indulgent ambiance includes semi-private lounge pods, nap pods, a business suite with computer terminals, and a child's playroom. Culinary delights in the dining room feature an extensive buffet with diverse cuisines, including Middle Eastern and Western dishes, and dedicated sections for Asian cuisine, complemented by the Moët & Chandon Champagne lounge curated by Michelin-starred chefs. Those seeking a touch of indulgence can explore the spa, which offers a range of body and hair therapies and separate showers.

SWISS Business Lounge, Zürich International Airport, SWITZERLAND

Gazing out the panoramic views of the Swiss Alps in the distance with a glass of locally produced red wine, the Business Lounge at Zurich Airport boasts quite the scenery. Located at Terminal E on the third floor and accommodating up to 200 guests, the lounge features comfortable dark leather sofas and expansive lounging armchairs, each equipped with built-in power and charging outlets.

Culinary delights range from fruit cocktails and pretzels to wines, spirits, and chocolates. A restaurant-style dining area with an open kitchen provides a captivating runway view. For a more private experience, guests can head to the semi-contained phone-free and food-free booths. Those seeking productivity can utilise the business center's workstations, equipped with desktop computers, connectivity outlets, and complimentary high-speed Wi-Fi. Clean, stylish, and spacious bathrooms, including bookable showers, enhance the overall experience.



Turkish Airlines Lounge Business, ISTANBUL

Covering a vast single floor, the lounge welcomes 750 guests with an elongated layout, featuring diverse seating options from leather lounge seats to cushioned terminal-style and exclusive low-light areas. Guests can indulge in more than a dozen food stations highlighting Turkish cuisine, such as manti (Turkish ravioli), baked simit (sesame bread rings), and börek (savory pastries stuffed with spinach and cheese), accompanied by a kiosk offering more than 40 mezzes.

Private workspaces equipped with individual wrap-around pods and tables with desktop computers and charging points offer space for productivity. Exclusive amenities, including a golf simulator, a Scalextric track featuring Istanbul landmarks, a PlayStation 4 console room, television screens with armchair seating, and a dedicated children's area, further enhance the lounge experience. Marble-finished shower facilities, limited nap rooms for specific connecting flights, and convenient lockable luggage storage add to the lounge's comprehensive offerings.



Qatar Airways Al Mourjan Business Lounge, DOHA

The Al Mourjan Business Lounge caters to diverse preferences with diverse seating options, including luxurious lounge chairs, private pods, booth seating, sofas, and recliners, equipped with power outlets and dedicated family spaces, quiet sitting areas, communal zones, and semi-private napping rooms. It offers two dining rooms, individual shower

suites, and a game room featuring pinball machines, foosball, a PlayStation, and an F1 race car simulator.

The buffet lounge serves a varied selection, including sushi, Middle Eastern, Indian, and Western dishes. An à la carte menu and a fully-serviced cocktail bar, featuring Laurent-Perrier Cuvée

Rosé Champagne, enhance the culinary experience. The entrance level houses an alternative café area with banquet-style seating and refreshment stations. The lounge also provides a spacious business centre, including a conference table, workstations, individual pods with display screens, desktop computers, printers, charging points, and free Wi-Fi.

Lufthansa First Class Terminal, MUNICH

The First Class Lounge in Munich's Terminal 2 exudes an atmosphere of luxury and sophistication. Accessible from multiple entrances on different levels, the lounge provides exclusive amenities for discerning travellers. For those seeking peace, there are ample comfortable seating options, quiet rooms with day beds, a cigar lounge, and a wine and dining area. The dining experience includes a regional a la carte menu and an extensive buffet with pastries, cold cuts, fresh fruit, and yoghurt. Luxurious amenities extend to bathrooms with showers and a jacuzzi, complemented by a rooftop terrace providing a stunning aircraft view. Private cubicles with sliding doors offer exclusive workspaces, alongside nap rooms for longer connections and car transfers directly to aircraft.





Qantas International London Lounge, Heathrow Airport, LONDON



The Qantas International Lounge at London's Heathrow Airport, housed in Terminal 3's Lounge B, caters to around 230 guests over two floors. The design, resembling a modern private club, intertwines British and Australian styles with stone, brass, and walnut elements.

Impeccable service accompanies varied seating arrangements around the dining area and bar. Celebrity chef Neil Perry's à la carte menu, crafted for healthier long-haul travel, features Qantas signature dishes like salt and pepper squid. Guests are greeted by a circular marble cocktail bar set beneath a large brass chandelier with extensive views of the runways. Mixologists serve creative cocktails, quality wines from Europe and Australia, Champagne, spirits, and beers. Here, you will also find barista-made coffee and soft drinks. Other facilities include large shower suites with private lavatories and ASPAR toiletries by Aurora Spa.

Austrian Senator Lounge, VIENNA



Reserved for Senators and Star Alliance Gold members, this lounge is a refined retreat amidst the bustling airport environment. The contemporary design of the lounge creates a sophisticated ambiance, complemented by a range of seating options, including plush

armchairs and ample workspaces.

The lounge offers a carefully curated selection of snacks and beverages, featuring Austrian wines and local delicacies. This culinary experience adds a touch of regional flavour to the travel journey. For

those seeking relaxation and rejuvenation, the lounge provides well-appointed shower facilities, allowing travellers to refresh before their flights. The commitment to providing a serene pre-flight experience is evident in the lounge's attention to detail and dedication to passenger comfort.



Air France: Business Lounge Charles de Gaulle, PARIS



The Air France flagship Business Class Lounge, located in Terminal E, Hall L, welcomes guests daily from 5:30 a.m. to 11:30 p.m. This spacious and luminous lounge features contemporary décor, accommodating approximately 500 passengers in various seating areas. Elegant options range from comfortable sofas to large armchairs, offering ample choices for solo travellers and groups. Numerous charging points are strategically placed throughout.

'The Gourmet Table' presents a self-serve buffet with an enticing array of hot and cold snacks, including made-to-order dishes like the plant-based Buralgal. The highlight is Le Balcon, an Art Deco cocktail bar and dining lounge with a curated cocktail menu. Noteworthy amenities include a Clarins Spa with facial treatments, private saunas, a detox bar, a quiet seating area, curtained booths for privacy and rest, a designated family space, extensive bathroom and shower facilities, and a separate nursery room.

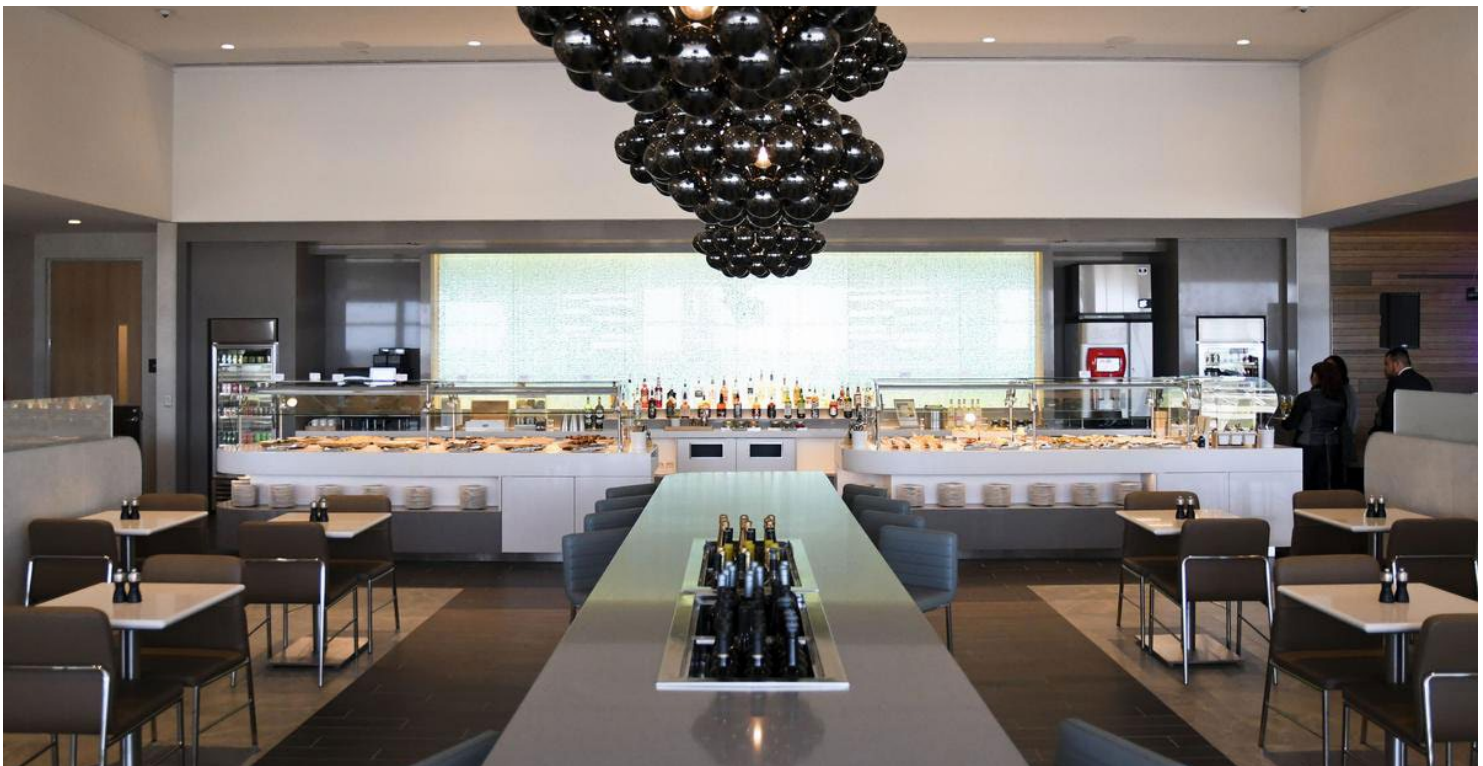


American Airlines Flagship Lounge, LOS ANGELES

A Piper-Heidsieck Champagne counter warmly greets guests upon entering the Flagship Lounge in Los Angeles. Positioned one level above the bustling concourse, the lounge offers varying perspectives, with one corner providing a glimpse of the airport's activity and the rest offering clear airport views. The space is thoughtfully

divided into two zones. Upon passing the Champagne station, a small sitting room allows guests to overlook the terminal, leading to a relaxed TV nook and a row of tables and chairs along the windows. The main lounge space curves around, featuring workbenches by the windows equipped with power outlets.

Inside the lounge, guests can order from gourmet menus that might include seasonal dishes such as roasted beet and burrata salad or free-range beef tenderloin with peppercorn crust and prosciutto-wrapped asparagus. The airline also serves Krug Champagne along with other premium vintages from France and the U.S., as well as handcrafted cocktails. ▲



THE DAAWAT DRIVE

Good Food for a Good Cause drives the brand ethos of
Hunger Inc. Hospitality.



When Sameer Seth and Yash Bhanage, founders of Hunger Inc. Hospitality, started The Bombay Canteen in 2014, they wanted to power a celebration of India through the successive menus at Mumbai’s favourite restaurant, through community building. Committed to working with different farmer communities to source ingredients and support local communities, the duo has been spearheading the revival of heritage recipes served up in modern, flavor-forward formats. The idea of the Independence Day Daawat was born simultaneously in 2014, to serve food community-dining style, and raise money for charity. The decade-long tradition unites people over a fundraiser meal, showcasing ‘India on a banana leaf’ – with chefs at The Bombay Canteen putting together regional specials using seasonal,

local and indigenous produce. Celebrating freedom, guests are encouraged to pay what they like for the meal and proceeds go towards a different selected charity each year.

Over the past 9 years 5,079 guests, staff and well-wishers from across the world have raised 1.13 crore rupees to support multiple charities through this annual Independence Day Daawat, making it one of the most eagerly awaited fundraiser events in Mumbai. Says Sameer, “We initiated our partnership with Naandi Foundation in 2019, adopting a small village called Cheduputtu in Andhra Pradesh with the intent of giving back to those who help put food on our plates - our farmers. In 2020 we helped raise enough funds to plant 18993 trees for intercropping to create the

foundation of functional forests. In 2021 we delved into the crux of it all, the soil. Our attempt was to focus on the most important facet of growth for the farm and the farmer, the soil and its regeneration. With the aim of giving back to this very source of food, our mission in 2022 was to ‘nourish our soil’ and celebrate the produce that grows from it. Proceeds from the Daawat that year helped the farmers of Cheduputtu take steps towards restoring the health of the soil on their farmland.”

This year, proceeds were funnelled into ration kits with the help of JOSHConnect, a foundation that connects NGOs, beneficiaries, and donors across the world. The kits were distributed by volunteers across 2000+ families in Raigad and Palghar, in Maharashtra. ▲

STAR AT SEA

Two-time circumnavigator and recon pilot, Abhilash Tomy is the country's most resilient, championed sailor.

By Shilpi Madan



© Benjamin Sellier - Wind4Production

He calls himself an adventurer, with a deep love for the sea Abhilash Tomy is a born survivor. The former commander has served the Indian Navy, and sailed solo nonstop around the world, spending five long months in 2012-13, alone, at sea. In 2018, he survived three miraculous days in a storm, alone in a yacht, with multiple spine fractures, while participating in the 50th anniversary edition of the Golden Globe - a solo non-stop race around the world, commencing

from France. Tomy was rescued after 83 days from deep in the South Indian Ocean, following a challenging international effort. It took him intensive surgeries to get back into the cockpit and to sailing once again.

Tomy is associated as ambassador with Bayanat, an IT Services and Consulting Firm, in Abu Dhabi.

Excerpts from a conversation:

What draws you to the seas?

My love for the sea comes from my experiences as a child. I always lived close to it. I remember the first time I saw hulls of dinghies and canoes in a naval sailing club, and I was immediately mesmerised. Growing up, most books I read were about adventures at sea. One of the most prominent memories was that of the voyage of Trishna. Sailing boats, ships and the Navy became a means to explore the seas. The ocean offers an endless source of

purpose. It challenges, soothes, and rakes up dormant parts of me, but it also heals the bruises. It is tough to articulate, you have to try it yourself!

What is your first memory of being out at sea?

It was about making rafts from discarded thermocol pieces and punting them to the sea. I was a little over eleven years old at that time. I had an accomplice. Together, we made palm-sized sailboats out of foam and learned the basics of sailing them with wind.

What has been the biggest turning point in your career?

The most crucial was my decision to join the Navy and become part of its sailing team as soon as I became a pilot. I had good mentors who helped identify opportunities. I was appointed to manage and sail aboard the Ericsson 1, a VOR70, on its maiden visit to India, followed by a stint as the Yacht Services Manager for the Volvo Ocean Race during its first stopover in Asia in 2008. A few months later, I was appointed the lone shore support for the first attempted single-handed circumnavigation by an Indian. That was how I was introduced to the Mahadei and Capt Donde. The rest is history.

Can you relive the magic of Sagar Parikrama 2 for us?

I did have an experience in the physical sense, where there were many tiring days encountering Southern Ocean storms, the frustration of windless doldrums, equatorial heat and the chilling cold of the south. There were damages to the boat, which I had to repair and deal with dwindling resources towards the end of the voyage. I nearly lost twenty kilos in five months.

But the journey was a profound exploration of freedom, solitude, and self-discovery. Far from the constraints of land, I felt liberated from the usual rhythms of life. Solitude took on a new meaning as I found myself farther from civilisation than any man on earth. The ocean became my teacher, imparting lessons of resilience and patience. I learnt more about the world by living away from it. Life, without the society of another human, unfolded in its rawest form.

You have many firsts to your credit and fame. What has been your biggest takeaway from all the expeditions you have participated in?

I crossed the International Date Line on New Year's Eve. This should have been a



"SAILING BOATS, SHIPS AND THE NAVY BECAME A MEANS TO EXPLORE THE SEAS."

record of sorts, but then you realise that the Date Line is imaginary and arbitrary, and so is the New Year. So was my record. The sea is indifferent. It erases your wake as soon as you have made it. Whatever I felt about the size of the boat or about my own capabilities, it was insignificant compared to the immense size of the seas. This was my biggest takeaway.

If you could, you would...?

Run to the sea, or take to the skies.

How does it feel at this point in life, looking back at all your achievements

There is always a lot to learn, and there is always somewhere to go.

What makes a successful yachtsman, according to you?

A lot of experience, considered risks, repairable mistakes, willpower, tremendous control over mind, the ability to rise from failure, hard work...

What aspects would you recommend that we implement in India to encourage

the love for sailing in the country?

To begin with, I would prioritise access, simplifying regulations and reducing taxes/ duties. Decision/policymakers, parents, teachers must first understand the "why". I think that is the biggest challenge. The rest will follow. What I see right now is that every sailing association or club, sailor or parent is gunning for an Olympic medal, no less. It is good to compete, but this fixation on medals and performance takes away from the joy of sailing.

What's next ?

I was away from family for a long time now. Staying home is a priority at the moment! But it is also time to give back to the community. I am training two women officers of the Navy, one of whom will eventually undertake a single-handed circumnavigation shortly. Otherwise, the quest continues. I have been lucky to find myself in the company of Bayanat. They are a team of visionaries, constantly churning up exciting challenges.

What validates you?

The support and appreciation of my family.

A pearl of wisdom for all aspiring sailors

One must enjoy the act of being at sea in a boat. That must be the priority and the only aim. ▲

5 BEST REGATTAS IN THE WORLD

It's time to feast your eyes on the best regattas in the world that celebrate sailing and the seas.

By Neha Mehrotra

The breathtaking views of yachts gliding across the waves against a backdrop of picturesque coastlines or expansive oceans are indeed a sight you'll never want to forget. But regattas are more than just breathtaking views and yachts sailing on glistening waters. It is a display of skill, style, and perseverance and a unique blend of strategy, teamwork, and adrenaline-pumping action on the water.

Every month, important sailing events happen in big yachting spots worldwide. They give us a peek into a world where sails look like big wings and the ocean is a fun place for those who love sailing. These captivating events bring passionate sailors worldwide together to showcase their abilities, compete for glory, and test the limits of their sailing prowess. Whether you're a sailor looking for your next yacht racing adventure or a spectator hoping to soak up the atmosphere of a luxury superyacht regatta, we take a look at the most famous yacht races in the world.

The Giorgio Armani Superyacht Regatta

Set against the stunning backdrop of Porto Cervo, the Giorgio Armani Superyacht Regatta, formerly the Loro Piana Superyacht Regatta, is an annual highlight hosted by the esteemed Yacht Club Costa Smeralda in June. It stands as an elite gathering, exclusively welcoming monohull yachts of 90 feet or more and multihulls measuring at least 50 feet. The regatta not only promises thrilling on-water competition but also embraces a lifestyle of luxury, with glamorous parties, exclusive galas, and beach gatherings after the races. Participants bask in the beauty of the Italian coastline, creating an unforgettable fusion of high-stakes racing and opulent social festivities.

Next Edition: June 2024



Sail GP Series

SailGP, recently launched in 2019 by Oracle founder Larry Ellison and yachting champion Russell Coutts, has rapidly become a highlight of the yachting calendar, drawing Olympic and America's Cup sailors. The series is raced on F50 foiling catamarans and offers a substantial \$1 million cash prize. Competitions in the series have taken place in scenic locations all over the world, from Saint Tropez and Sydney to Los Angeles, Auckland, and the UAE. The series features 15-minute spectacular races across five continents, crewed by elite sailors, identical catamarans with foils and rigid wingsails reaching speeds of 100 km/h. The events are made up of multiple races and take place across two days, with seven races scheduled for each Sail Grand Prix. The first day includes three fleet races, while the remaining three fleet races take place on the second day before the event winner is crowned in the final.

Next Edition : January 13-14, 2024



Barcolana Regatta, Italy

Italy's Gulf of Trieste hosts one of the largest and most popular regattas globally, organised by the Società Velica di Barcola e Grignano. Recognised by the Guinness Book of World Records as the most crowded yacht regatta, it boasts an impressive assembly of around 2,000 boats, 25,000 sailors, and a million spectators. Taking place annually on the second Sunday of October, the regatta features a 15-mile course with a four-sided fixed mark where sailors contend for the coveted Barcolana Trophy. The race commences at the historic Faro della Vittoria (Victory Lighthouse) and concludes at Piazza Unità d'Italia. The event is distinguished by its inclusivity, allowing young helmsman aged eight to 15, kite surfers, and windsurfers to compete alongside professional sailing teams and seasoned amateurs. Beyond the thrilling races, the Barcolana transforms Trieste into a weeklong celebration, attracting tens of thousands of spectators eager to witness remarkable sailboats and immerse themselves in the vibrant cultural scene.

Next Edition: October 13, 2024



Vendée Globe

Founded by French yachtsman Philippe Jeantot in 1989, the Vendée Globe is a single-handed, non-stop round-the-world yacht race and has earned the reputation of being the world's toughest sailing race. Since 1992, the Vendée Globe race has taken place every four years and sets off from the start and finish port of Les Sables d'Olonne, on the Atlantic coast of France, in November. The world's top solo ocean racers congregate in Les Sables d'Olonne to race for the ultimate prize: the Vendée Globe. The concept of the Vendée Globe is simple and easy to understand: race around 28,000 miles on your own, without stopping or assistance, on 60-foot thoroughbred racing yachts, confronting frigid temperatures, colossal waves, ominous skies, and fierce gales in the Atlantic and Southern Oceans.

Next Edition : November 10, 2024

Rolex Sydney Hobart Yacht Race

The Sydney Hobart Race is known to be complicated, difficult, and formidable to navigate, and one might even call it the 'hardest'. But sailors keep coming back because it is a dream to win. For over three-quarters of a century, the Rolex Sydney Hobart Yacht Race has been organised by the Cruising Yacht Club of Australia in collaboration with the Royal Yacht Club of Tasmania. First held in 1945, the start has a traditional lunchtime slot on December 26 (Boxing Day). The famous 628-nautical mile (1,010-kilometre) course starts from Sydney Harbour and finishes in Hobart, the capital of the island state of Tasmania, and the winner receives the prestigious Tattersall Cup and a Rolex watch—hence the festival's name. A diverse fleet and approximately one hundred and thirteen boats enter the race. This classic test of seamanship and teamwork involves many complex navigational decisions, including negotiating the course's mix of coastal and offshore waters, its fast-moving westerly weather fronts, and the generally south-flowing East Australian Current.

Next Edition : 26 December 2024



THE RISE OF THE INDIAN SINGLE MALT

The landscape for homegrown single malts is growing exponentially, with award winning sips emerging thick and fast

India's Indri whisky was recently awarded world's best single malt – the first from domestic turf to clinch the coveted award. This marks the growth of the golden splendor, with single malts including Godawan, GianChand, Amrut Fusion and Kamet clawing their way up the bar charts. Hemanth Rao, Founder of Single Malt Amateur Club, recently conducted a virtual roundtable on the Indian Whisky Landscape, dipping into the growth in popularity of Indian single malts.

Excerpts from the spirited conversation reveal startling finds:

GOING GLOBAL

Unlike established producers like Japan, India's whisky prominence is relatively recent - the industry is shifting from the traditional older consumer to younger audiences, by diversifying consumption methods through cocktails.

More distilleries venturing into malt whisky production -Amrut, Paul John, Rampur, and newcomers like Piccadilly aim for global market penetration amid rising Scotch whisky imports. Exporting Indian single malt whisky – lucrative due to lower taxation and a developing reputation.

CONSUMER PERCEPTION AND REALITY

- Newer or curious consumers are gradually transitioning from lower-end to mid-segment whiskies, amplifying affordability in the ₹1500-₹2000 range.
- While single malts garner recognition and elevate the industry's stature, the substantial demand driving the industry's profit lies within these affordable mid-tier whiskies.

INDIAN SINGLE MALT WHISKIES

The entry of big players like Diageo and Beam Suntory into India reflects the strategic shift to safeguard their market shares. Diageo's move from importing Scotch to producing



locally aims to counter the rising curiosity for Indian whiskies among consumers, particularly when price points are comparable.

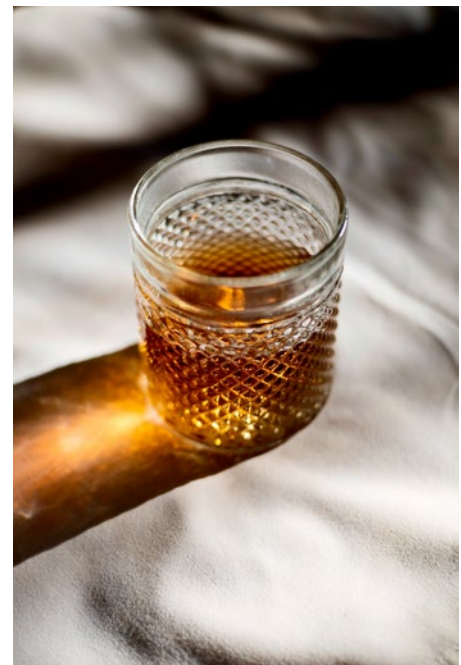
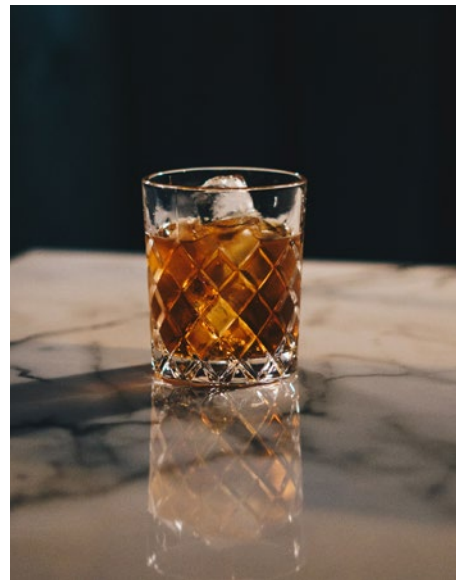
- Comparing Indian single malts with global counterparts - blind tastings often unveil the impressive quality of Indian whiskies.
- Market acceptance remains a challenge due to the stronghold of brands like Johnny Walker and Chivas, deeply entrenched in the Indian consumer psyche.
- Quality control emerges as a critical concern. Despite norms borrowed from the Scotch Whisky Association, the lack of a regulatory authority poses challenges.
- Looking ahead to 2024, manufacturers must grapple with the realities of production complexities and retaining skilled personnel. The absence of a consistent master blender/distiller in India points to the challenges of replicating Scotch whisky's intricate craft.
- Production transparency, along with quality control, demands attention,

emphasising the need for a regulatory body to standardise practices. This prevents the replication of the Japanese whisky industry's pitfalls, where lack of oversight led to a decline in repute.

- International market alignment is crucial, but Indian single malt production capabilities are still dwarfed by Scotland's. Expansion plans by major players like Amrut, Paul John, and Rampur indicate the industry's growth trajectory.

THE FUTURE OF WHISKY PRODUCTION

- Accelerated maturation in India for quicker whisky development: the high Angel's Share poses challenges due to significant evaporation losses. To counter this, distilleries are employing sophisticated warehouse management techniques to minimise losses and maximise output.
- Exploration of alternate sources for key ingredients: distillers are seeking sustainable and efficient means to procure essential elements for whisky production and exploring new avenues beyond traditional sources.
- Technological advancements: While



currently in its nascent stages in India, there's a growing emphasis on data-driven processes and automation. Techniques like employing spectrometers to analyse whisky flavours and aromas are being explored to ensure consistency and quality.

- Exclusive and curated releases: Manufacturers are associating with clubs and creating limited editions for various festivals like Diwali or Christmas. Brands are diversifying their offerings, aiming to capture consumer interest with specialised releases tied to zodiac signs, festivals, or master distiller editions.
- Expansion into different spirit categories: This may redefine the industry landscape and provide diverse options for consumers beyond traditional whisky offerings. The future might also see a more adventurous consumer base exploring a wide array of whisky variants. ▲

THE EVOLVING VINO



India's first and only Master of Wine Sonal Holland decodes the changing palate for wine in the country.

Young India is marked by a growing economy, urban affluence, and evolving taste for wine. India is the third largest alcohol market in the world and wine is the fastest growing alcoholic beverage in the country. Wine has been growing at a consistent rate of 14 percent for the past five years, but who is drinking wine in India?

THE SYMBOL OF SUCCESS

Wine is the new media symbol of success, sophistication and romance with modern Indian consumers wanting to integrate it into their lifestyle. India is the fifth largest economy in the world, on track to become the third largest by 2030. With household incomes increasing steadily, the spending capacity of the Indian consumers has experienced a dramatic upsurge with a clear affinity for luxury lifestyle.

To put it in perspective, one out of every ten people walking on this planet is an Indian woman. More and more Indian women are joining men for a drink, thanks to wine. They feel less inhibited when they drink wine at restaurants, bars and homes owing to the elegant and sublime image that wine brings with it.

Clearly wine has democratised drinking, empowering women at homes and offices to join men for a drink and this is a remarkable

"WINE HAS DEMOCRATISED DRINKING. AN EQUAL NUMBER OF WOMEN AS MEN DRINK WINE IN INDIA TODAY."

achievement. According to India Wine Insider- our comprehensive report on the trends that dominate the Indian wine market - an equal number of women as men drink wine in India. In fact, they have a higher propensity to spend more on a bottle than men.

THE BIG SHIFT

Men are willing to embrace wine too. Indian men who are conscious about their health and closely watch what they eat or drink are now switching from spirits to wine due to its perceived health benefits. Affluent men who work in the corporate sector are also well-travelled due to which they are exposed to wine culture. Besides, the softer image wine carries allows them to enjoy a drink at family gatherings and limit their alcohol consumption by sipping in moderation.

THE YOUNG RUSH

Wine finds a definitive place in Gen Z's drinking repertoire. India is the youngest country in the world and a whopping 600 million Indians are between 18-35 years of age, and over the next five years, 100 million more will enter the bracket for legal drinking age. While young people all over the world are drinking less and steering away from wine, the trend is headed in the opposite direction in India. The younger generation loves to try different formats in drinks and wine is a definitive part of their drinking repertoire.

Wine also has the blessings of parents in our country. People encourage their children, of legal drinking age, to choose it over other alcoholic beverages, as they perceive it to be safer due to a relatively low alcohol content.



THE GROWTH OF THE VINO

Another shift that we have observed among Indian consumers is a growing thirst for wine knowledge. At Sonal Holland Wine Academy, we offer wine courses that align closely with global standards. In recent years, we have observed that an increasing number of wine enthusiasts are pursuing professional wine courses to be able to make better purchasing decisions and get the most out of their wine experience.

The new-age wine consumers in India care about quality, want to learn the art of appreciating wine and certainly do not stand intimidated. These confident and enthusiastic consumers give us immense hope that wine is set to have a stellar future in India.

Sonal C Holland MW – is India's First & Only Master of Wine; Founder of Sonal Holland Wine Academy and SoHo Wine Consultant. ▲

THE GIN SMITH

It is a spirited growth in the cocktail culture with homegrown brand Stranger & Sons emerging as a winner.

By Shilpi Madan

For Vidur Gupta, Co-founder - Stranger & Sons, Third Eye Distillery, it is yet another win. Powering the premium spirit company, Gupta has been steering the gin brand Stranger & Sons to giddy heights. The limited edition Sherry Cask Aged Gin has clinched a gold medal at the Design and Packaging Masters 2023, within just 45 days of its drop. Stranger & Sons, was the first Indian brand to win a gold-outstanding medal at the International Wine & Spirit Competition in 2020 in London - one of the only eight gins to receive this award out of 800 brands that participated. Third Eye Distillery recently acquired a majority stake in Countertop India, a consultancy firm focused on the F&B and hospitality business.

Excerpts from a conversation:

After the success of Perry Road Peru, now arrives the Stranger & Sons' Sherry Cask Aged Gin - What made you choose the forests of India as the inspiration for the design?

We have always believed in building spirits that could make their mark globally and are also a fitting representation of India. The magnificent muse of many stories, India's jungles have long captured the imagination of many, as it did ours! India has a plethora of rich, lush forests that are still to be fully explored and each forest has its own intriguing story. This was the exact inspiration behind our Sherry Cask Aged Gin (SCAG). Just like the jungles, our gin is meant to reveal itself slowly. As you sip and relish the gin an intricate tapestry of layered flavors unfurls, revealing unexpected and delightful notes.





Storytelling has been an important part of our brand's ethos. We also wanted to bring this sipping experience out in our packaging and our label designed to mirror the nuances of our inspiration.

What was the thought process behind bringing in the Grapefruit Garnish Spray?

While our Sherry Cask Aged Gin is best enjoyed neat, just over ice, we wanted to add to the consumer's complete drinking experience and elevate it further, but not with a typical garnish suggestion. We came up with the idea of the grapefruit garnish spray as it adds an enchanting burst of zest before sipping and seamlessly intertwines with the drink. The Sherry Cask Aged Gin was reimagined by us as almost akin to drinking an old-fashioned gin but with a welcoming twist!

How long did you take to come up with SCAG – what was the process like?

Surprising our consumers and presenting them with exciting and experimental choices is key to us. We always aim to

elevate a consumer's drinking experience and Perry Road Peru & Trading Tides gin are testaments of the same. This time, we went a step further and looked at techniques of aging spirits globally and decided to age our Indian Spirited Gin in casks that were used to make sherry previously. After a year full of resting the spirit, the result was a complex layer of character added to our very own Stranger & Sons Gin which gave it a golden hue and flavor notes of a typical Amontillado & Oloroso Sherry. We further added wild honey and cascara to give it a sweet finish. The entire process took two years.

Packaging has always formed the cool quotient for Stranger & Sons. How important is packaging in the scheme of things as far as the buyer is concerned?

We are a brand that represents the spirit of India and aims to capture the essence of the sub-continent in every bottle. Our gin celebrates a contemporary India and its strange peculiarities, a country that is both rooted as well as progressive. Our

packaging isn't just a vessel - It's a gateway to explore the core of our brand. It mirrors the intricacies of our country, transforming our product into an immersive experience. At Stranger & Sons, we're passionate about creating an experience that goes above and beyond, inviting our customers at first glance itself, to savor not only the exquisite liquid within but also the intricate storytelling woven into every detail of our design. We build our packaging with the aim of stunning consumers from all over the world, intriguing them to discover the story of India from our lens. Our country is so complex and intriguing where there's always something new to uncover and where nothing is as it seems, the brand's design identity stems from the roots of India and its rife for storytelling and thus, our label has been designed in such a way that it demands you to look again with elements that pique your interest with intrigue.

Define your target audience.

Our primary target audience is curious and discerning consumers who are willing to step out of their comfort zone for more experimental choices to consume good quality cocktails made with good quality spirits. We also went after the target group that resonates with today's bold and layered India and created our spirit as a fitting representation of the same. We now see that a lot of Indian consumers are excited to try a good homegrown product without it feeling like a compromise and a brand like ours is able to communicate and ensure high quality standards. There has been a shift in consumer preferences towards more creative choices, and craft brands in India are redefining the perception of premiumness. The focus is now on authenticity, craftsmanship, and embracing innovation to produce something uniquely groundbreaking.

What retail format do you follow across India?

As Sherry Cask Aged Gin is about to get onto the shelves of Haryana, retail stores are key touchpoints to interact with consumers. We have dedicated teams to conduct briefings and training with the retail outlets. These sessions not only familiarize them with our product but also impart knowledge on its

unique attributes and the artistry behind it. Moreover, our focus extends beyond mere placement; we meticulously design captivating shelves, ensuring our bottles command attention and intrigue. While Stranger & Sons Gin is already present in most major metro cities across India, our limited edition Sherry Cask Aged variation is a testament to our commitment to quality and discernment. We have opted to release this limited edition exclusively in select markets, where the demand for this exquisite offering reaches its zenith. This strategic approach ensures that enthusiasts of this refined creation can access it while maintaining its exclusivity and allure.

What is the biggest change you have observed since 2018 when you started out?

As early innovators in the Indian gin landscape, we wanted to reinvent the perception of the Indian spirits industry while at the same time encouraging consumers towards exploring spirits through more creative, experimental choices. Earlier, we found there to be a lack of belief that India could produce a quality premium product; this is what led us to launch the first Indian contemporary style gin in the premium space. Being cognizant of the white space in the Indian spirits landscape and the evolving consumer choices of an Indian today, we built Stranger & Sons with an overarching idea of elevating the cocktail culture and



"OUR BEST AND MOST IMPORTANT LEARNINGS HAVE COME FROM FIRST-HAND CONSUMER FEEDBACK."

spirits landscape whilst celebrating the familiar flavors of our country, presented in its own unique & 'strange' way and in turn acknowledging and celebrating the diverse and nuanced traditions of our subcontinent. Today, a lot of consumers are eager to try quality, homegrown products and I think we were definitely instrumental in bringing about this shift. Gin & Tonic being the classic, easy to drink cocktail that it is, it couldn't have been too long before the Indian market started to witness an increasing interest in Gin.

remains somewhat taboo. Moreover, our regulatory framework still leans towards promoting prohibition, and historically, our reputation has been more about the sheer quantity of what we produce rather than the exceptional quality of our offerings.

What has been your biggest learning?

The biggest learning for us has been to listen to our consumers and strategize accordingly. Our best and most important learnings have come from first-hand consumer feedback.

For a young, homegrown gin brand, you have won hearts, medals, and accolades across the world. What is your biggest challenge?

India has always been known as a mass liquor producing company in the past. Establishing a premium brand became essential for us to stand out on shelves and capture the attention of consumers. Despite being a nation with a strong affinity for whiskey, the discussion around alcohol

What's next?

Third Eye Distillery was never built as a one product company right from the get go. Last year we also launched another brand - Short Story, which is a portfolio of 3 white spirits comprising Grain Vodka, White Rum and Dry gin. Whichever product we release next, it won't just be another bottle on the shelf, but will truly be adding to the conversation and be integral to taking our cocktail culture to the next step. ▲





LUMINOUS LIVING

Crafting the Perfect Lighting Symphony for Your Home.

By Aryaman Jain

Undulating illumination assumes a pivotal role in the tapestry of interior design, offering the transformative power to sculpt the ambience and character of a space. Its dynamic capabilities can redefine spaces, infuse ambience with different moods, and elevate a home's aesthetic appeal. Just as a balanced diet influences well-being, so does lighting profoundly impact mental wellness and physical comfort. Striking a harmonious

equilibrium between light and shadow becomes imperative, ensuring each corner resonates with a symphony of illumination.

Creating Focal Points: Creating a statement light piece or a mainstream focal point accents the lighting design in different parts of the house and helps elevate the spatial dynamics.

Embrace Natural Light - Daylight Harvesting: Maximising natural light reduces reliance on artificial sources, promoting energy efficiency. Daylight Harvesting, adjusting artificial light levels based on available daylight, epitomises advanced yet straightforward energy conservation.

Understanding Your Space: Each area demands a distinct lighting approach, considering its purpose, natural light dynamics, and architectural features. Task lighting takes precedence in functional spaces like kitchens, while living areas benefit from a fusion of sculptural and ambient lighting.

Smart Lighting: Lighting too can be as technologically controlled as possible, so go for lighting controls like dimming and sensor enabling.

Navigation: Way-guide through Space: Crafting a lighting design that facilitates seamless navigation through every space is essential. Overlooking corners can

impede fluid movement within the house, emphasising the need for a meticulous lighting layout.

Layering Light: Effectual lighting design pivots on layering different types: ambient, task, and accent. Ambient illumination bathes the space in a general glow, task lighting hones in on specific activities, and accent lighting introduces drama, highlighting architectural facets or artwork. The amalgamation of these layers constructs depth and functionality within a room.

Sustainability: Sustainability is the need of the hour and the lights, too, should resonate with a sustainable approach. It is imperative that the items exhibit exceptional quality to ensure longevity, thereby sparing homeowners the inconvenience of recurrent repairs.

Whether designing a new home or refurbishing the current one, let lighting be one of the focal points of planning the space. The right lighting can reincarnate homes as an airy, luminous haven and will be a telling mascot of the home's design story. ▲



About the author:

Aryaman Jain, CEO of Innovative Design Studio- recognised as the leading lighting solutions provider.

THE DAIRY DARLING

The iconic Parsi Dairy Farm undergoes a delicious makeover and expands across Mumbai.

By Shilpi Madan

They are painting the town red. With the eyepopping reds and blues personifying the iconic Parsi Dairy Farm glamorising the suburbs in Mumbai, Parsi Dairy Farm, of Princess Street fame in South Bombay, has made its way into Ghatkopar and Borivali over the past few months, as PDF devotees of the world unite excitedly, with the original dairy tastemakers coming closer home, and available on home delivery.

The Borivali outlet is heaving with signature goodies as I walk in: the yummy sutarfeni, those pop-in-a-dozen mini motichoor laddoos, the masala milk shots, pistachio popsicles and malai kulfi on stick, the mouthwatering “Barbie” barfis, cottage cheese tabasco dips, big bellied jars of golden ghee, those vintage, gooey, great Indian toffees, blueberries flirting with yogurt, and more.

The quartet powering Version 2.0 of PDF is present at location: Parvana, the Cordon Bleu graduate (who does believe that a good chef needs to be a good chartered accountant too!), Zeenia, making magic through the all-new packaging and designing in a refreshingly cool Gen Z format; Sarfaraz spearheading sales and marketing and driving figures exponentially; and Bakhtiyar heading the overall operations of the 107-year-old brand, shouldering the team on his strong, capable shoulders. The ladies of the family are dressed in festive Indian wear, with the auspicious shehnai filling the air. With reason enough. The success is all in the family, with the siblings pouring in their passionate efforts to scale up and win the dairy sweepstakes in India. On point.

Excerpts from a conversation:

How have you arranged the allocation of marketing, sales, production, and administration responsibilities within the family tree?

Based on our strengths and interests. We do offer support and share inputs with one another though. Zeenia spearheads branding



Bakhtiyar K. Irani, Parvana S. Mistry, Meheru K. Patel, Shernaz K. Irani, Zeenia K. Patel, Sarfaraz K. Irani, Seated Jeroo Nariman



and marketing; sales is Sarfaraz's forte; production and recipes are Parvana's domain, and Bakhtyar powers administration and expansion plans.

The legend expands its footprint from Princess Street in SoBo to the suburbs in Ghatkopar, Borivali. What has been the thought process behind this strategy? Why now?

After multiple discussions among ourselves, pondering on growth plans, conducting several surveys, and absorbing customer feedback, we identified a potential market in Ghatkopar and Borivali. We received numerous requests from our customers whose third and fourth-generation family members had relocated from South Mumbai to the suburbs. We aim to provide them with the opportunity to savor our delectable dishes; we want to introduce Gen Z to our fresh sweets and refreshments, bereft of preservatives – a rarity in today's fast-paced world.

How long did this process take?

We have spent over two years starting with surveys and understanding today's consumers. After this we worked on trying to get the correct blend into the rebranding of our legacy with modernisation. It has been a very exciting yet challenging process as we always needed to keep in mind to rebrand in a manner that can last us another 100 years!

Share with us your team logistics

Our primary manufacturing facility is situated in village Varwada, Palghar District, on the Mumbai-Ahmedabad National Highway. Additionally, we are also operating a renowned restaurant called DairyLand on the same premises. Our dairy-fresh items are manufactured at Marine Lines, near our shop. Our human capital consists of over 200 motivated staff. We work together as a close-knit



family, providing support to each other at work. This team is the true strength of the company.

Is a pan India expansion on the cards?

Certainly, the Indian economy is currently experiencing a significant boom, with a two-fold growth observed in the dairy market. There is a substantial customer base seeking top-quality products, making them a potential client base. We will soon be ready to serve them, making those products with a longer shelf life available first on delivery to meet the challenges of temperature change in transit.

Eighty mithai specials, 30 dairy essentials. How many products on the PDF menu are contemporary inclusions?

Our strawberry kaju katli with white chocolate, our kopra pak with raspberry drops are bestsellers. We also have sugarless date squares that are a hit! Our cranberry and black currant halwas are pretty famous too. Then our A2 milk kesar pedas and sugar-free pedas are roaring

favourites. In kulfis – we have introduced a coffee flavour that is a super hit, and to make your desserts more exciting we have started with toppings such as barela peda dust and milk cake soil.

What is the premium that the fourth gen at PDF is placing on R & D?

First on our R&D list are cheeses and dips.

What are the three crucial points that determine the success of a dairy major?

The quality of dairy products, an efficient supply chain, and the health and welfare of the livestock.

What is the biggest USP that PDF enjoys according to you?

Fresh Ingredients, Finest Quality, and Preservative-free Delight. This dedication to quality and freshness can distinguish PDF in a saturated market and resonate with millennials who prioritize these aspects in their food choices.

What's next?

We are exploring opportunities to export our products and expand beyond the Indian market. Additionally, soon, we plan to expand our restaurant brand, DairyLand, that has been operating on the Mumbai-Gujarat expressway since 1968. ▲



WELLNESS IN HOSPITALITY

For Nikhil Kapur, an athlete and owner of a wellness centre, being well is an all-encompassing life anthem.

Nikhil Kapur, Founder Director, Atmantan Wellness Centre, believes Atmantan is a place for life-changing transformations. He and his wife, as passionate wellpreneurs have combined academic knowledge with an experienced team of highly skilled professionals to come up with a luxury crucible for holistic integrated wellness.

Few know that Nikhil is an Ironman triathlete. A five-time participant in The Ironman Triathlon- the most challenging triathlon in the world comprising a 3.8km swim, 180 km cycling path, and a 42.2 km

run in conclusion. A sincere subscriber to the benefits of physiotherapy, he has brought in precious aspects of this healing science into wellness programs at Atmantan, including the sleep sanctuary, and transformation retreats unfurling across 42 lush acres, bringing in spa and wellness therapies ranging from traditional Ayurveda, to Chi Nei Tsang and Pranic chakra cleansing.

Excerpts from a conversation:

What does wellness mean to you?

A multi-dimensional experience. True

wellness is one that addresses the body, its physiology, the mind and takes on a path of self-discovery. True wellness embraces physical, mental, and spiritual well-being, by taking mindful decisions throughout the day. Embrace sustainable habit building.

How do you bring work-life balance into your life?

By establishing a firm boundary between work and personal life, keeping work out of dinner conversations; organising my schedule to prioritise strategically; waking up early to read, meditate and workout daily; creating an environment of open

communication and collaboration at work. I shun the mobile phone an hour before I sleep and after waking up respectively.

What has been your biggest learning?

As an athlete and owner of a wellness centre, my biggest learning has been the deep interconnectedness between optimal performance and overall well-being. A holistic approach that goes beyond just physical training is the mantra. Finding a sustainable balance between training, recovery, and the other aspects of life needs discipline, self-awareness, and a willingness to listen and being truly aligned with personal goals and aspirations.



Solutions, both of which are expected to witness significant growth. Our overarching goal is to make our health solutions accessible across diverse platforms (both offline and online) and in various formats such as residential, non-residential, herbal supplements, clean eating, and fructified foods, meeting with the needs of our target audience. ▲

What's next ?

Our business is strategically divided into Wellness Hospitality and Digital Health



A BEAUTIFUL BONANZA

Meet the award winning hands behind the pouring of active ingredients into your beauty products.

Created by ELC's New Incubation Ventures (NIV) and launched in partnership with NYKAA, BEAUTY&YOU India is an awards program launched in July 2022, with an aim to discover, spotlight, and propel the next generation of Indian-focused beauty founders, innovators, and creatives.

The twenty-seven finalists presented to a jury of leading industry experts including Katrina Kaif, Actor and Co-Founder, Kay Beauty; Bhumi Pednekar, Actor, Investor, Climate Warrior & UNDP Ambassador; Prudvi Kaka, Chief Scientific Officer, DECIEM; Deepica Mutyala, Founder & CEO, Live Tinted; Gaurav Gupta,

Couturier, Artist & Designer; Masaba Gupta, Designer, Actor & Founder, HOUSE OF MASABA and LOVECHILD BY MASABA; Anaita Shroff Adajania, CEO, Style Cell; as well as leaders from ELC, NYKAA, Intercos, and Peak XV Partners. The finalists represent a variety of concepts ranging from breakthrough product innovation to re-imagining fragrance and skin care rituals.

PeakLife locked in chat a crop of winners to peep into the making of their success:

Excerpts from a conversation with Giti Datt, Founder, Havah

WON AWARD FOR THE BEST COMMUNITY ENGAGEMENT AND SUPPORT

What prompted you to start Havah?

I have been buying, using and mixing attars for almost a decade, with a small business in Australia focused on natural beauty. This year, I have been in India doing fieldwork for my PhD, which is looking at the attar industry, across the entire life cycle. All this research and experience has eventually led to the creation of Havah, a brand that believes in the potential of Indian perfumery.

What does ittar mean to you?

Ittar (or attar) is not just a material, it is an entire approach to perfumery, built on the beauty of natural aromatics and the embodied skill of distillers. Ittars are more like wine, they reflect the soil and climate of where the aromatics come from, as well as the hands that have cultivated, harvested, distilled and refined them.

You're an anthropologist - how does that hold you in good stead

as far as Guna and Havah are concerned?

Anthropology is the study of human culture, and perfumes have been an integral part of human culture for millennia. Today, we often think about perfumes as an accessory, but historically they have been much more than that. Over thousands of years, aromatics were important in rituals, medicine, hospitality, statecraft, and in intimate, social and collective settings. Anthropology has enabled me to develop a deep understanding of this history, and how it has shaped our relationship to perfumes today.

What has been your biggest learning?

In perfumery, my biggest learning has been from India's historical perfume cultures, where perfumes were not just scents, they were part of a multisensory environment. Perfumes were used alongside art, music, food and more, to create moods. This approach has changed my relationship to perfume.



Excerpts from a conversation with Rhea Goenka Jalan, Founder Biome Laboratories

WON AWARD IN BREAKTHROUGH CATEGORY

How does it feel winning the award in the breakthrough category?

Receiving the breakthrough award in my field is incredibly gratifying. My educational background in Biology from the University of Pennsylvania and a Masters in Cosmetic Science from ISIPCA has empowered me to innovate within the realms of science. Winning this award is especially meaningful as it highlights the convergence of science and beauty, an area where science-driven brands are less prevalent. It is a chance to spotlight the intricate biology and chemistry underpinning the beauty industry.

What does beauty mean to you?

Being confident in your own skin. Beauty also lies in diversity, and embracing this diversity is beauty.

What is the brand ethos of Biome Laboratories?

Building an authentic Indian brand whose purpose is not only limited to our environment and green science, but embodies Indian ethos and culture. To achieve this we have a philosophy called "Food for Thought." It's a play on words to explain how our superfood active ingredients will not only nourish your skin but also your mind.

What are the key skin care concerns for the Indian consumer?

Colourism as a predominant concern among Indian consumers. Over 50 per cent of the skincare market is dominated by whitening products. Due to physiological disparities within our ethnicity, issues such as dark circles, hyperpigmentation, dullness, lower hydration, and acne are more prevalent. These conditions are influenced by both our genetic makeup and the environmental factors unique to our region.

How are Biome formulations working at addressing these?

We incorporate fermented amla to

combat issues related to dullness and hyperpigmentation. These active ingredients not only draw from the rich reservoir of Ayurvedic wisdom and traditional Indian knowledge but also align perfectly with the biotopes culturally resonant with Indians. We prioritise texture and colour innovation within our formulations. By developing products that are transparent, lightweight, and adapted to the varying skin tones, humidity, and heat of our environments, we aim to provide comprehensive solutions that cater specifically to the needs of the Indian consumer.

What is your biggest challenge?

Navigating and reshaping mindsets prevalent within the Indian market. There exists a considerable lack of trust, particularly concerning the authenticity of "Made in India" claims within the skincare industry. Our task is to address this scepticism and instil confidence in customers by assuring them that the "Made in India" label never compromises on quality and efficacy. Instead, it embodies a legacy enriched with generations of knowledge, trust, efficacy, heritage, and profound understanding of potent natural ingredients. By advocating inclusivity and embracing diverse definitions of beauty, we aspire to create a paradigm shift in perceptions.

A pearl of wisdom

One of the most significant lessons I have learned is the value of resilience and fearlessness in embracing my Indian heritage. It has been a journey of recognizing that our culture, knowledge, and expertise hold immense potential on a global platform. This realization has empowered me to take pride in our rich cultural heritage and confidently share our insights and wisdom with the world. Another vital learning has been the importance of perseverance and staying committed to our beliefs.



Excerpts from a conversation with Priya Minhas, Creative Director, for her film Honey & Mud

WON AWARD FOR THE NEXT GENERATION OF CREATIVE TALENT SUBMITTING WORK AROUND THE THEME OF 'EXPERIENTIAL BEAUTY IN INDIA'



How did the idea for Honey & Mud germinate?

At its core, HONEY & MUD is a film about the women who each of us have been and wish to be and the memories and hopes that live guarded in our hearts. It is about our relationship to pleasure and the connection between memory, fragrance, and identity. It also explores some of the traditions, superstitions and rituals that exist within Indian beauty culture. I first had the idea in 2020 and with research, it has grown slowly to take shape ever since. I think it was the combination of a culmination of themes I was drawn to and stories I heard growing up.

What part of the film mirrors you as an individual?

My mother is one of six daughters who between them went on to have ten daughters of their own. These women have raised and shaped me into the person I am today and their lives inspire everything I create in some way. My father has also spent the last thirty years working in R&D in the fragrance and flavours industry so this concept is truly one that comes from the heart and there's fragments of so many different aspects of my own life woven into the concept.

How does it feel winning this award?

It's still incredibly surreal. There are still very few South Asian women behind the camera so this opportunity is not one that I take lightly and I am extremely honored. It means the world to know I can bring an idea to life and with the support of so many great people across the beauty and creative industry.

What has been your biggest learning?

For a long time, I neglected executing on my own personal projects as a creative because it felt uncomfortable to ask others to help or collaborate on something of my own rather than for a client. As part of my application for the Beauty & You award, I got a very tiny team together and filmed a proof of concept for the idea. It was not perfect or as polished as I would have liked but all that matters is that we made it happen. Even if I had not won the award, the experience of bringing people together to make something so personal, however scrappy, was incredibly rewarding and an important lesson in getting out of your own head and bringing an idea to fruition and realizing that the stories I want to tell have weight and others recognize the value in them too.

What's next?

It's time to sit down and write the script!

Excerpts from a conversation with Hetali Kamdar, Founder, Baboski

WON AWARD FOR PRE-LAUNCH CONCEPTS



What makes Baboski a luxury brand?

At Baboski, we redefine luxury through an unparalleled fusion of cutting-edge technology, setting new benchmarks in the Indian market. We identify Baboski as a Bath & Body Care Brand. We are a lifestyle, revelation, a curated collection of surprises at every step. Prepare yourself for a journey where the mundane is left far behind, and every moment is dipped in indulgence. For us, luxury isn't just a label; it's an experience, and Baboski is your ticket to a world where every touch, every feel, is nothing short of luxurious magic.

The bathe on sunscreen is such an intriguing product. Share with us the concept

Embark on the fascinating journey of Bathe On sunscreen, a product born out of my relentless pursuit for the perfect sun protection, particularly under the scorching skies of my hometown, Ahmedabad. Bathe-on sunscreen is a unique offering that revolutionizes how people protect their skin from the sun. It is formulated using a patented Encapshield™ SPF technology, ensuring the sun filters remain intact and effective throughout the product's making process. This innovative approach allows the sun filter to release only upon friction during bathing, creating a protective layer of SPF on the skin against sunlight. Bathe On sunscreen—a product that not only shields you from the sun but also stands as a testament to perseverance and innovation in the face of adversity.

What are the natural ingredients that Baboski is making use of?

At Baboski, we take pride in harnessing the power of nature to enhance the effectiveness of our products. Every extract is handpicked with precision, ensuring not only a delightful sensory experience but also delivering on the promises we make. Transparency and authenticity are the cornerstones of our ingredient selection process.

How big is the team?

The heartbeat of our Baboski family is a dynamic team of six individuals, each bringing a unique flavor to the mix. Our squad is a delightful blend of sweetness, hard work.. It is not just a team; it's a symphony of talents harmonizing to bring you the best in skincare innovation.

What is your biggest challenge?

Embarking on the journey of starting my own brand as a female entrepreneur presented its share of challenges. The rejection, surprisingly, became a source of empowerment.

What's next?

The future likely holds expansion plans, including diversification of product lines such as Shower gel, shower steamers, Bath Bombs, & other bath & body care products possibly branching into international markets.

Excerpts from a conversation with Shara Ticku, CEO and Co-Founder, C16 Biosciences

What made you work on sustainable palm oil alternatives?

I started working on C16 Bio – and really learned about the palm oil problem – first-hand, about 10 years ago in Singapore. In 2013 I was in Singapore for work and was mandated to wear a mask because the air quality index was highly toxic, all driven from palm oil-related deforestation that emitted pollutants into the air.

As the world population grows to nearly 10 billion people by 2050, demand for vegetable oils is expected to grow about 300-400%. Today, we simply don't have enough arable land to feed and support that many people without destroying the planet. That's where C16 comes in – we can produce a sustainable palm oil alternative without compromises.

How are you addressing C 16?

C16 Biosciences combines processes from nature and biotechnology to produce a clean oil that can replace palm oil or other vegetable oils. Essentially, we use microorganisms found in nature and we ferment them to produce an oil which looks and functions just like palm oil. Fermentation is a technology that's been used in our beauty and food systems for decades to make natural products. We've taken the centuries-old art of fermentation and combined it with the latest innovations in biotechnology to produce a safe and sustainable palm oil alternative.

What is the need of the hour?

Truth in advertising: better performing ingredients that clean up supply chains.

Your Biggest learning?

Working with partners is the best way to bring innovation to life. For example, this summer we launched the REWILD Body Block with two UK-based brands, Haeckels and Pangaia.



What's next?

In 2023, we introduced Palmless™ and our hero ingredient, Torula oil. We are just getting started in bringing Palmless™ to breakthrough products and brands. ▲

LUXURY ON YOUR PLATE

Five superstar ingredients lend that super wattage to your dish. Discover the booty.

By Rupali Dean



The factors behind soaring ingredient prices are often rooted in their scarcity. Certain fruits and vegetables can only thrive in highly specialized regions, resulting in limited supplies. Additionally, rigorous cultivation practices must be adhered to for certain ingredients to attain the pinnacle of quality. Exceptional ingredients serve as the cornerstone of extraordinary culinary creations, making



it worthwhile to explore even those with a steep price tag.

Here is a curation of the world's five most haute ingredients:

WHITE TRUFFLES

Alba truffles reign supreme amongst the world's most opulent culinary treasures. These sought-after gems, heralded as the epitome of luxury, derive from an enigmatic subterranean fungus. Meticulously harvested and revered for their distinctive characteristics, white truffles showcase a profound and earthy profile, complemented by alluring undertones of oak and garlic. Their celestial essence is masterfully unveiled when delicately shaved onto sumptuous culinary creations—pasta, risotto, and eggs becoming the perfect canvas for these divine truffle fragments. Primarily unearthed within the idyllic Piedmont region of Italy, with scattered harvests in Croatia and Slovenia, white truffles evoke awe due to their extraordinary cultivation requirements. These whimsical fungi necessitate a symbiotic relationship with tree roots, wherein the fungi aid trees in acquiring vital nutrients while the trees reciprocate by providing sugars to the truffles. Furthermore, the propagation of truffles relies on the benevolent intervention of forest dwellers who consume and propagate the truffle spores. The ethereal dance of this intricate ecosystem engenders an arduous challenge to successfully cultivate truffles, leaving

foraging as the primary means of obtaining these precious delicacies.

Wallet Attack: Consequently, the rarity of white truffles substantiates their astronomical price tag, with a mere ounce commanding prices surpassing INR 21,000. The inimitable allure of these exquisite tubers lies not only within their unparalleled taste but also the mystical and elusive nature of their existence.

BELUGA CAVIAR

Caviar, a delicacy derived from sturgeon fish roe, embodies luxury, and is typically enjoyed as an appetizer accompanied by sour cream, chives, and lemon, served on toast points or blinis. Amongst its various types, beluga caviar holds the title of being the most extravagant. Sourced from the beluga sturgeon, a colossal creature known to reach astounding weights, some even surpassing 600 lbs, with a record-breaking specimen weighing a staggering 3,463 lbs. Unfortunately, the desirability of Beluga caviar has contributed to the perilous decline of sturgeon populations. Overfishing has driven this remarkable species to the brink of extinction, leading to its classification as critically endangered. Therefore, caviar prices have skyrocketed.

Wallet Attack: Nonetheless, for those who crave the indulgence of caviar, be prepared to splurge, as a mere ounce (28 grams) will cost you a hefty INR 69,500.

SAFFRON SALUTE

Saffron, renowned for its distinct flavour and fragrance, is a prized spice derived from the dried stigma of the saffron crocus flower. With its floral, honey-like notes and subtle bitterness, it adds a unique dimension to various culinary delights. Mainly cultivated in Iran, it reigns supreme in dishes from Iranian, Moroccan, and Indian cuisines, such as risotto, paella, and bouillabaisse. Elevating its exclusivity is the labour-intensive process of harvesting saffron. Each delicate crocus blossom yields only three precious strands, requiring meticulous removal with tweezers. Although saffron's cost may deter some, a tiny amount can go a long way, imparting its characteristic essence to a multitude of dishes. By refining their palate through an education most culinary schools teach aspiring cooks and chefs to ensure use



saffron judiciously, enhancing their culinary creations without sacrificing extravagant quantities.

Wallet Attack: As high as INR 175 per gram in 2023. To avoid counterfeit products like safflower or corn silk threads masquerading as saffron, it is essential to purchase the spice from reputable sources, ensuring authenticity and optimal flavour.

LUWAK COFFEE

Kopi luwak offers an intriguing and unorthodox taste experience, rooted in a rather peculiar origin. Originating from the faeces of Asian palm civets—wild cat-like creatures found in Indonesia—this coffee is made from beans that have travelled through the civet’s digestive system. During this process, the beans are fermented and undergo partial breakdown before being harvested, thoroughly washed, and roasted. The result is a coffee renowned for its velvety texture and a flavour profile that incorporates notes of chocolate and caramel. The exclusivity of kopi luwak resides not only in its distinctive production method but also in the labour-intensive

"THE EXCLUSIVITY OF KOPI LUWAK RESIDES NOT ONLY IN ITS DISTINCTIVE PRODUCTION METHOD BUT ALSO IN THE LABOUR-INTENSIVE PROCESS OF ACQUIRING THE BEANS."

process of acquiring the beans. However, it is crucial to consider the ethical concerns associated with kopi luwak. Some suppliers resort to capturing civets and subjecting them to unfavourable conditions to meet the high demand for these coveted beans. Given that civets are naturally solitary animals who do not thrive on farms, it is paramount to ensure that the coffee you purchase is sourced from ethical suppliers who prioritize the well-being of these animals.

Wallet Attack: Its limited supply and the intricacy of collection contribute to its status as one of the world’s most expensive

coffees. With wild-picked beans selling for around INR 50,000 per pound and individual cups commanding prices of up to INR 8,500, kopi luwak is undoubtedly a luxury indulgence.

DENSUKE WATERMELON

Known by its alternative name, the black watermelon, is a rare gem originating from the enchanting island of Hokkaido in northern Japan. Exhibiting a distinctive ebony rind, this coveted melon boasts crisp, ruby-red flesh and an unrivalled sweetness. Its harmonious flavour profile often evokes subtle notes of succulent strawberry and refreshing honeydew melon. Nurtured in Hokkaido’s volcanic soil, brimming with an abundance of minerals and nutrients, these melons flourish under the nurturing conditions of a cool climate and ample water supply. Meticulously harvested by hand at the pinnacle of ripeness, each fruit undergoes a thorough washing process before being meticulously packaged, ready for transport. Due to their scarcity, a mere 10,000 of these exceptional melons are cultivated annually.

Wallet Attack: Their exalted reputation coincides with an extraordinary price tag, with average valuations of approximately INR 21,000—a testament to their profound desirability. However, it is not uncommon for these melons to fetch astronomical sums at auction, soaring to lavish heights surpassing INR 5,00,000. ▲



Awarded the Best Food Writer in the country by the Indian Culinary Forum, WACS and the Ministry of Tourism, Rupali Dean writes on food and travel

TAPESTRY OF HIMALAYAS

A quick conversation with Chef Prateek Sadhu
at his newly opened restaurant, NAAR.

By Vidhi Gupta

Translating to fire in Kashmiri, NAAR is a reference to chef Prateek Sadhu's passion and mission to spotlight Himalayan cuisine with his signature playful and respectful approach, while telling the stories of this vast and inspiring land and its people. "The truth is, the mountains have always been calling. It is only now that I have answered the call," says Sadhu. NAAR celebrates flavours of the world's greatest mountain range, in a Himalayan-forward cuisine, that spans six unique seasons and champions the very best ingredients from this unique terrain. Here is our conversation...

Your thoughts on experiential dining.

As chefs, our craft extends far beyond just cooking. We hold a unique and powerful role, as we are in the business of crafting cherished memories. NAAR, not just as a restaurant but as a curated destination, places experiences at the forefront. Our culinary vision is anchored in the vast beauty of the Himalayan belt, drawing inspiration from its geography. The experience of dining at NAAR unfolds as you step into the salon, guiding you into our dining room. Eventually, retiring back to the salon to conclude this unforgettable gastronomic journey.

What is the most rewarding experience for you?

The satisfaction that you get when you create memories for people. The joy derived from crafting lasting memories for people is unparalleled. I have witnessed people moved to tears, their emotions stirred by the profound impact of the memories we have etched for them.

Your most memorable dining experience.

Making a choice is never easy. There was



a time in Mexico when I found myself savouring the most exquisite tacos right off the street. Yet, on another occasion, just outside Guwahati in Meghalaya, I stumbled upon a small eatery. The magic, however, lies not just in the location or the dish but in sharing a meal with the right people, relishing the flavours, and embracing every aspect of the dining experience.

Your favourite dish from the menu.

Pine, pine, pine. It is a pine-infused ice cream, a syrup derived from the essence of pine, and a delicate pastry embodying the very essence of this remarkable tree. It is an ode to the intricate flavours and textures found in the heart of the pine forest.

Three words that describe your cooking style.

Intuitive. Foraged. Delicious. ▲

THE ART OF LUXURY

Gallerist Payal Kapoor,
Director of Arushi
Arts Gallery, traces the
charisma of art as an
investment in 2024.

The beauty of art lies in the manner in which it attracts surrealism, metaphorical motifs, edginess, jewelled expressions, fantasy, creativity, and more. This year heightens the appeal of art as a luxury investment, deepening the viability due to its aesthetic appeal. The convergence of art and luxury investment is fascinating, with trends, difficulties, and possibilities galore. Despite challenges, art remains a distinct asset in the investment landscape, attracting investment in a realm of expressions from generative AI to cultural maximalism.

Art is slowly and steadily being assessed through the prism of social responsibility and cultural influence. Collectors are more concerned with the ethical implications of their purchases, hoping to support artists with significant tales and contribute to cultural preservation. This movement is consistent with the larger trend of conscientious consumption. In our world filled with invention, cultural relevance, and palpable beauty that goes beyond the traditional bounds of financial assets in luxury investing, art is rapidly building momentum in terms of human creativity, culture, and expression as we navigate the 2024 investment landscape.

As a luxury investment, art that offers a look into the past and future and combines financial savviness and aesthetic appreciation, allures. It serves as both an entrance to a world where investment, culture, and beauty all come together.

THE CULTURE CONNECT

Aesthetics with artisanal value dip



SMRITI DIXIT



into the cultural reserves. Variety and cultural relevance emerge as important pegs in this respect as to culture, creativity, and aesthetic enjoyment blend together to raise the appeal of artworks in this segment. Owning a masterpiece or notable work of contemporary art is a statement of taste, a representation of cultural appreciation, and a personal connect with the artist's vision.

The historical significance of a work of art lends it an extra dimension, establishing it as a mark of status and taste. The art market exemplifies the notion of luxury as it is generally connected with exclusivity. Original artworks are intrinsically limited, particularly by renowned painters, allowing for exclusivity and driving demand.

Various art auctions, fairs, and galleries draw collectors and investors from all over the world, resulting in interconnection.

THE GROWTH OF AI GENERATED ART

Art has constantly proven tenacity in the face of economic uncertainty, with certain parts of the art market outperforming standard assets. With the growth of millennials exhibiting interest in cultural investments, the demography of art consumers is changing rapidly.

AI-generated art and technology-driven platforms have democratized

access to the art market, providing new potential for investors. Online platforms, blockchain technology, and digital art marketplaces have made it simpler for a wider audience to invest in art, breaking down old barriers. Art is a fantastic investment option as the technology sphere continues to redefine numerous businesses. Generative AI brings with it easier accessibility, especially with the emergence of multiple digital platforms.

Keeping in mind that the subjective nature of artistic value, market volatility, and possible illiquidity of art assets are some of the difficulties associated with investing in art, a due diligence in provenance and establishing authenticity is imperative. To this effect, a wide range of investment potential is being investigated by collectors and investors in areas where artistic trends are establishing themselves soundly.

Despite its cultural and aesthetic appeal, art may provide large returns when purchased strategically. This necessitates knowledge, extensive research, and a grasp of the aspects that influence the value of an artwork. Art consultants and specialists are essential in navigating the art market because their knowledge in assessing artistic worth, understanding market trends, and establishing provenance can be the difference between a valuable buy and a speculative enterprise. ▲



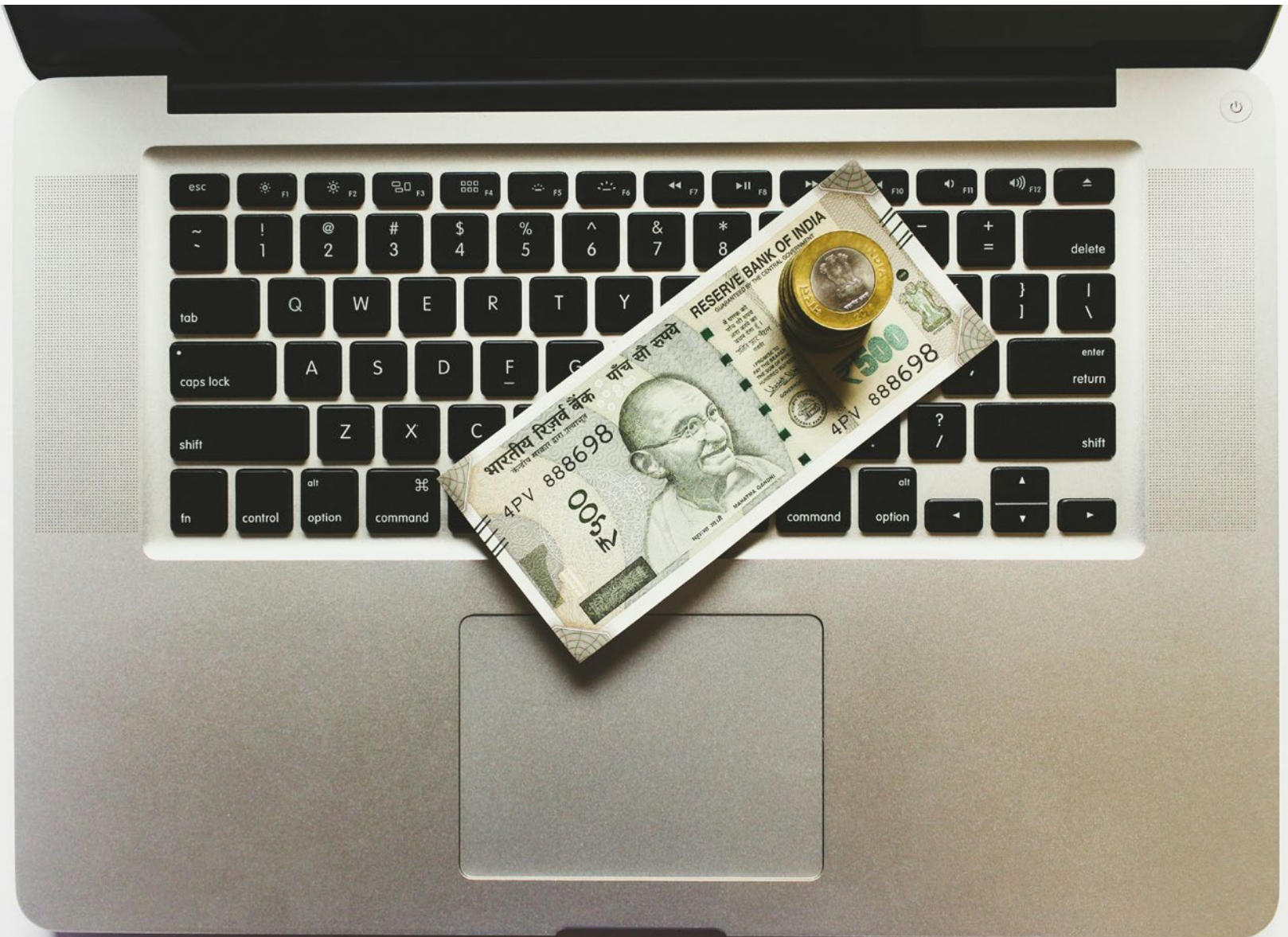
THE INDIAN MONEYSCAPE: 2024

Entrepreneurial zest takes centre stage this year, forecasts
Sandeep Batra, Head, Wealth and Personal Banking, HSBC India.

The landscape in India is ripe for growth. Opportunities are vast for India's entrepreneurs to shape businesses, and even entire industries. They are resilient and somewhat unique in their openness to starting multiple businesses in different sectors.

According to the 2023 HSBC Global Entrepreneurial Wealth Report, almost 47 per cent of entrepreneurs in India are planning to invest in future businesses, further fuelling their trend of serial entrepreneurship among wealthy families in India.

The country's wealthy individuals are more likely to come from a heritage of entrepreneurship or a family business background (62 per cent), more likely to pass their business on to family (56 per cent) and more likely to transition from one business endeavour to the next (47





per cent), reveals the study.

Protecting and growing wealth for the next generation is top of mind for these entrepreneurs, as is ensuring they are set up for success when that transfer happens. Open dialogue and early planning can ensure peace of mind and protection of wealth for generations to come. As for transfer of wealth, it has already started. Four in ten (41 per cent) have already started passing on their wealth either formally or informally to their family members, according to the report. Encouragingly, whether the Indian entrepreneurs have started the transfer process or not, they are already talking about it with their families more than most other markets (78 per cent vs 68 per cent globally).

However, the study also shows India has the highest proportion of entrepreneurs (13 per cent), double that of Asian peers. Entrepreneurs in India are risk-takers with deep rooted traditional business acumen and high resilience.

They have a global outlook with a strong pulse in the country of their residence. The intriguing aspect about entrepreneurs in India is the juxtaposition between their focus beyond their home country, and within it. While we see the most geographically dispersed families in this market, they retain a strong focus on home, too.

These entrepreneurs are truly international. Almost three quarters (73 per cent) are operating businesses that trade beyond India's border, and 63 per cent have family members across borders – enjoying the opportunities in other markets. In part, this may be linked to the huge importance placed on ensuring the best education for their children – with schools in the US or Europe emerging as favourite choices.

While in the past these younger generations often stayed on post-study, with the internal growth within India there is an increasing trend to return and capitalise on the opportunities at home. With a boom in the manufacturing sector and mature IT market creating global opportunities, coupled with a burgeoning middle class creating a strong domestic market, India certainly has an exciting decade ahead.. ▲

Eris Home
www.erishome.com



Nivasa
www.nivasa.com



Bay Window
www.baywindow.co.in

PEACH DELIGHTS

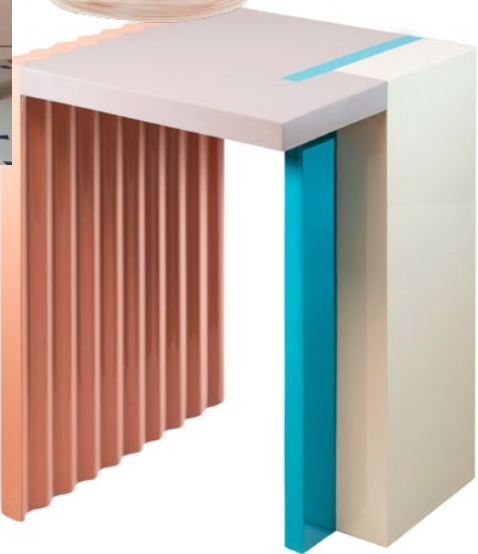
Inspired by the Pantone Color of the Year for 2024, Peach Fuzz, here is an exquisite compilation of interior products.



Karan Desai



Arjun Rathi Design
www.arjunrathi.com



Ochre at Home
www.ochreathome.com



Maison by Nirmals
www.nirmals.com

Hands

www.handscarpets.com



Escape by Creatomy

www.escapebycreatomy.com



Opulin

www.opulin.com



Outdoor Connections

www.outdoorconnections.in



IDS by Innovative Design Group

www.innovativedesigngroup.in



Etre Luxe

www.etruluxeindia.com



Mohh

www.mohh.com

DISCO IN A GLASS

Starry sips that add a touch of glam to those sundowners, especially as the year draws to a close. Elevate your bar with these gorgeous pours.



Peach & Rosemary Gin

by Ishaan Bahl - Founder of 145, Mumbai

Bring together gin, peach, and rosemary topped with subtle blackcurrant fizz.

INGREDIENTS

- 60 ml gin
- 15 ml Peach puree
- 15 ml rosemary syrup
- 10 ml blackcurrant syrup
- 20 ml lime juice
- 30-45 ml soda

METHOD

- Shake the gin, peach puree, rosemary syrup, and lime and double strain in the highball glass.
- Pour the blackcurrant syrup and soda.
- Stir to mix.
- Add a rosemary stick and burn it before dispensing the drink.
- Glass & Garnish: Plain highball glass with burnt rosemary stick.



La Booze Boss

*by Ritesh Choudhary, Bar
Manager Yazu, Goa*

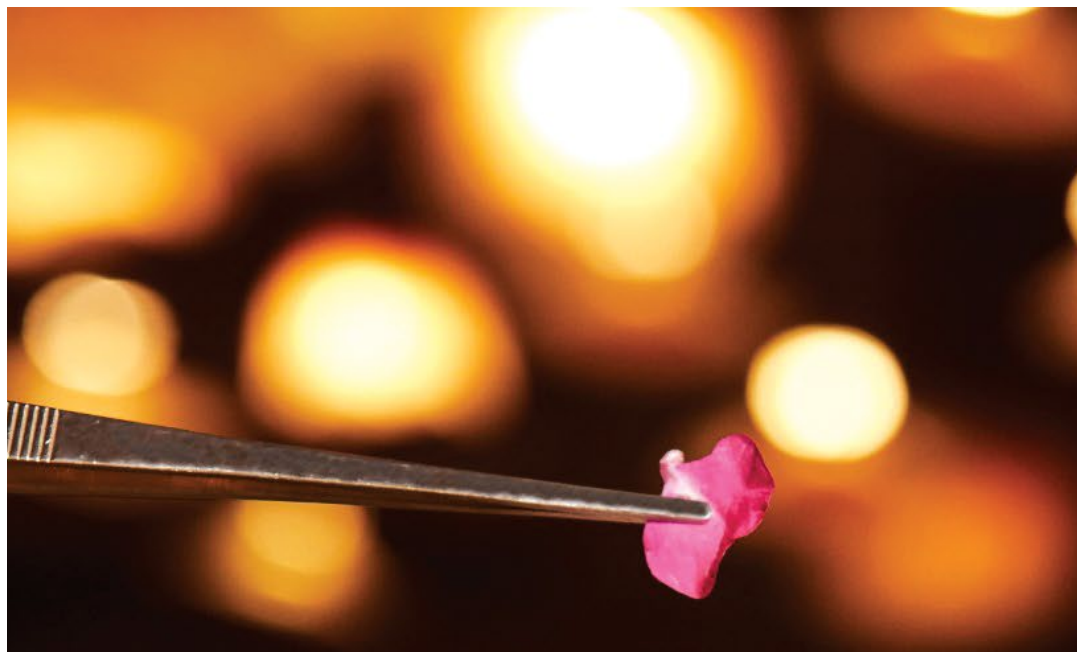
INGREDIENTS:

- 20 ml lime juice
- 60 ml pineapple juice
- 10 ml mezcal syrup
- 10 ml coconut syrup
- 60 ml patron silver
- Pinch of salt

METHOD:-

- Mix all the ingredients together and shake vigorously.
- Serve in an old-fashioned glass garnished with pineapple slices.





Air of Mistry

by Gurmeet Arora, Co-Founder, Juliette Ristorante & Bar, Mumbai

INGREDIENTS:

- 60ml gin
- 1 fresh cucumber
- 20 ml elderflower syrup
- 20ml lime juice
- Mint leaves for garnish
- Lemongrass & strawberry foam
-

METHOD

- Cut the fresh cucumber into four slices.
- Take a handful of mint leaves for a burst of freshness.
- Enhance the flavor with elderflower homemade syrup and balance it out with a dash of citrusy lime juice.
- Add 60ml of your favorite gin to the mix.
- Place all the ingredients into a shaker.
- Gently shake to blend the flavors.



FOR AIRY FOAM:

- Use soy lecithin powder for a light and airy foam.
-

METHOD

- In a blender, combine:
- 2 bar spoons of lecithin powder
- Half a stick of chopped lemongrass
- Fresh strawberries
- Lime juice
- Sugar syrup
- Blend the ingredients until smooth. Attach a filter to the blender and introduce oxygen to create the desired foam.



Negroni with smoked Rosemary

*by Mayur Mallik, Head
Mixologist, Maai, Goa*

INGREDIENTS:

- 30ml Gin
- 30ml Campari
- 30ml Rosso
- Glass:- Martini/Old Fashion

METHOD:

- Stir and serve



THE GREAT ESCAPE

Berluti, established in Paris in 1895, has been built by four generations of shoemakers. Characterised by time, ease, and essentiality, Berluti is now available worldwide with over 60 stores. The Fall-Winter 2023 Collection signifies a revitalisation of Berluti's genetics manifested in the debut of the Toile Marbeuf, a new line of handbags inspired by the interiors of the store whose name it carries. The premise informs a visual conversation between the past and future reflected in each of the collection's releases. Framed in shades of brown Venezia leather evoking the boiserie and club chairs found in the Maison's storied boutique on rue Marbeuf, the six editions feature in lightly coated refined cotton and linen canvas emblazoned with a new take on the Scritto motif informed by the one forged in the entrance grid of the store as well as the balustrade of its staircase. The bags appear alongside the emblematic Shadow sneaker constructed in sporty knits or cashmere. ▲



THE LEELA
PALACES HOTELS RESORTS

CONSCIOUS LUXURY. IN FULL *BLOOM*.



An exclusive collaboration between The Leela and Phool, where the flowers used at The Leela properties have been upcycled using Phool's patented 'Flowercycling' technology to create incense sticks infused with Tishya by The Leela, the brand's signature fragrance.

In collaboration with



For reservations, call: 1 800 1031 444 | Email: reservations@theleela.com
www.theleela.com | [@theleela](#)



The Leela Palaces, Hotels and Resorts: Bengaluru, Chennai, Jaipur, New Delhi, Udaipur, Bhartiya City Bengaluru, Delhi, Gandhinagar, Gurugram, Mumbai, Ashtamudi, Kovalam.



RAFFLES

UDAIPUR

Step into a realm of illustrious experiences

Nestled in the Aravalis, our wellness sanctuary invites you to embrace island living with sumptuously pampered moments and Raffles' legendary hospitality by Udai Sagar Lake's tranquil beauty.

For more details, connect with us at hb068-re@raffles.com | +91 294 2779000

