

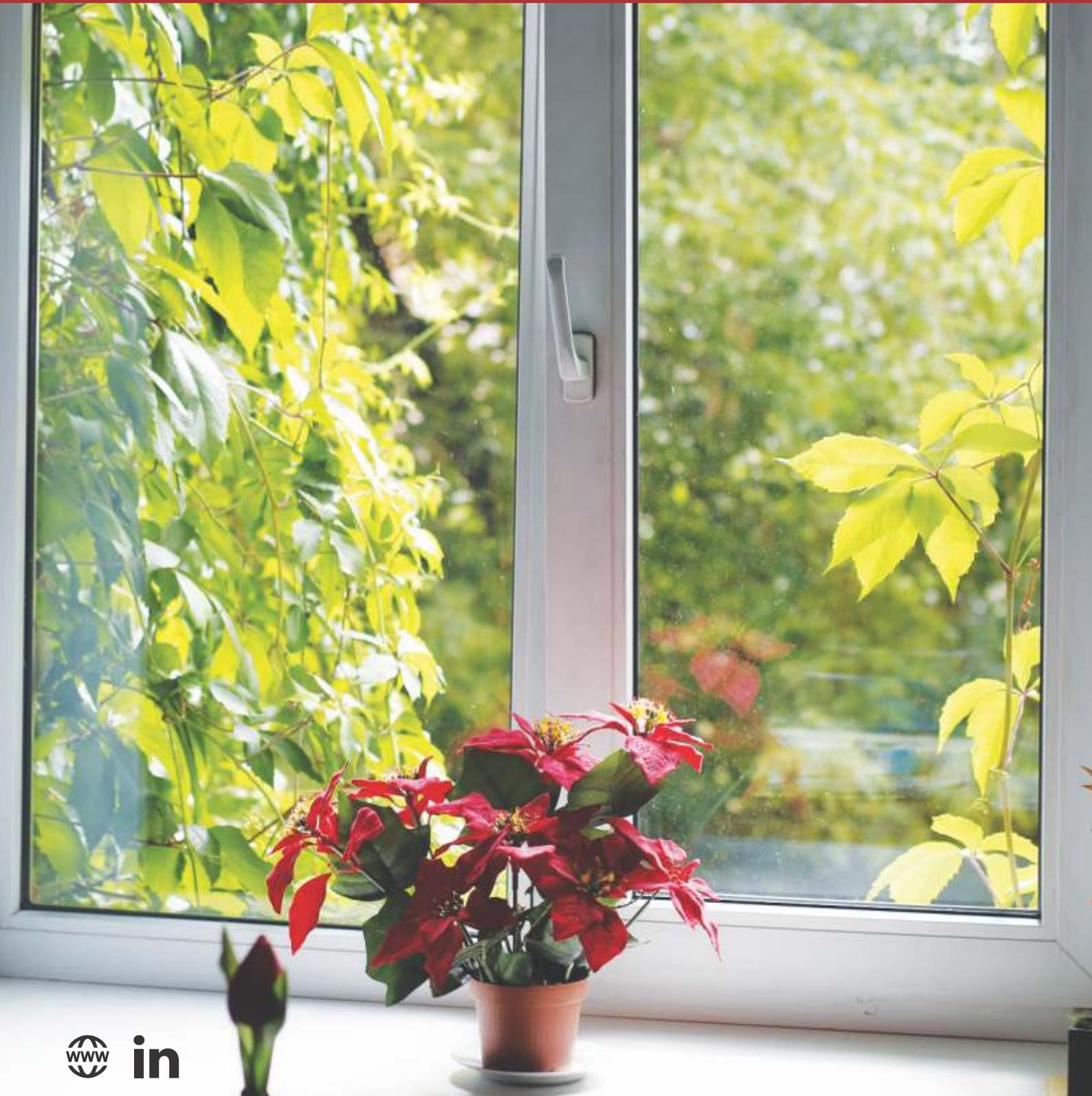


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SUSTAINABILITY IN THE HOSPITALITY INDUSTRY WORKING TOWARDS “TRAVEL WITHOUT A FOOTPRINT”



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F o r e w o r d



“Sustainability” has evolved beyond a trendy buzzword in recent years, with consumers and businesses alike becoming more conscious and involved in playing their part in preserving the planet for future generations. India has pledged to achieve carbon neutrality by 2070, and in order to turn the country’s climate-change-related ambitions into reality, all industries must work together in an unprecedented collaboration.

Thanks to the growing demand for “greener” holidays, sustainability has become crucial even in the tourism and hospitality sectors, which not only make significant contributions to global warming and climate change but also suffer from its effects. Nowadays, travelers not only want to go to an eco-friendly destination, but they also want to know how ecologically responsible the place is; the more climate-friendly a destination is, the more attractive it becomes. Moreover, adopting eco-friendly practices not only help hotels win over green travelers but also help in reducing costs and improving the bottom line in the longer run. Hence, not only are forward-thinking companies upping their climate action, but the entire sector is moving towards a greener, more sustainable future.

The hospitality sector has come a long way when it comes to adopting sustainable hotel operations, from reducing single-use plastic and going paperless to putting the 3 Rs (reduce, reuse, recycle) into practice and implementing rainwater harvesting as well as other strategies like smart meters and motion-activated lights and faucets to save water and energy. The adoption of green and sustainable hotel design and construction techniques will be the sector’s next big step towards sustainability. As per United Nations Environment Programme (UNEP) buildings, including hotels, account for 37% of global energy related greenhouse gas (GHG) emissions, and with 75-80% of the existing buildings across the world expected to still be in use by 2050, the hospitality industry must now prioritize sustainable construction practices and retrofitting existing hotels to achieve sustainability goals.

This report is simply a gentle “nudge” to the sector to adopt more ecologically responsible practices so that we can soon make travel “footprint” free.

I hope you find this report an engaging read.

Mandeep S. Lamba
President (South Asia)
HVS ANAROCK





F o r e w o r d



Rising global population combined with fast pace of development across the globe has triggered huge economic, social, and environmental challenges. Governments all over the world acknowledge that sustainability is the key to a better world and have emphasized upon every industry, including hospitality, to take necessary actions.

“Be the change you want to see and leave the world better than you

found it”, is the new-age mantra that businesses world over are relentlessly pursuing to embrace sustainability. The hospitality industry is at the forefront in its pursuit of sustainable goals through minimal use of natural resources and conservation of water and energy.

Future belongs to green buildings

Buildings are extremely important when it comes to CO₂ (carbon dioxide) emissions, accounting for as much as 40% of the global CO₂ footprint. To achieve the net zero goal by 2070 set by India, it is crucial to decarbonize buildings – both from design as well as operational perspective. Unlike the carbon emitted during the operations phase, embodied carbon cannot be brought down by retrofitting. It is essential to incorporate sustainability in the design and planning stage of the project. We must therefore

start today, as buildings that would be operational in the future are already being planned and designed.

It is critical to build lighter and with lesser embodied footprint. Thanks to the Green Building Movement globally, sustainability in the design and operation of buildings has become mainstream.

Construction has seen rapid increase in the use of light and sustainable building materials. Light and sustainable construction is one of the smartest ways to build as it not only helps in reducing the usage of scarce natural resources but also contributes to reducing the load of the building, which in turn reduces the overall embodied energy of the built environment.

The hospitality sector particularly stands to benefit from the use of light and sustainable construction as it not only reduces the carbon footprint but also helps to build faster, thereby reducing the time to occupy the building and earn precious revenue.

There is an increasing need to create awareness about the availability and benefits of light and sustainable construction. Saint-Gobain, a worldwide leader in light and sustainable construction, has taken several initiatives in this direction to encourage construction industry to adopt light and sustainable methods.

For more than 355 years, Saint-Gobain has been manufacturing and marketing solutions that are a part of everyday life, designed to enhance wellbeing, health, and safety, while reducing environmental impact, lowering lifecycle costs, and creating value for all key stakeholders.

Today, 60% of Saint-Gobain’s portfolio contributes to the reduction of CO₂ emissions, either directly or indirectly, with low carbon, energy-efficient materials that meet the need for wellbeing in living and working spaces.

Saint-Gobain solutions are used in 8 out of 10 green buildings in India. The company is relentlessly working towards compliance of its building solutions with LEED (Leadership in Energy and Environmental Design) and other national/international building standards.

Guided by its purpose of ‘Making the World a Better Home,’ Saint-Gobain strives to be a key partner for the hospitality sector, providing a vast range of solutions for light and sustainable construction and enabling the sector to meet its sustainability goals.

Hemant Khurana
Executive Director
Saint-Gobain India



Introduction

Extreme weather, rising sea levels, melting glaciers, storms, and cyclones across the world are undeniable proof of climate change's pervasive influence, which has resulted in massive social and economic losses in recent years. India has not been immune, with devastating floods, cloudbursts, and landslides wreaking havoc in numerous states over the last few years. The land sinking crisis in Joshimath, Uttarakhand, is the most recent reminder of the irreversible impact that human activities are having on the environment and the urgent need to act.

International organizations and governments from all over the world have recognized the crisis and are working together to reduce the impact and safeguard the environment for future generations. At the COP 26 UN Climate Change Conference (COP26) in 2022, India, too, vowed to become carbon-neutral by 2070, a target that will necessitate unprecedented collaboration between stakeholders across industries, including construction, tourism, and hospitality.

The tourism and hospitality industries are not only victims of the climate crisis, which is altering ecosystems and increasing the risk of natural disasters, putting tourist destinations in jeopardy, but they are also major emitters and contributors to global warming.

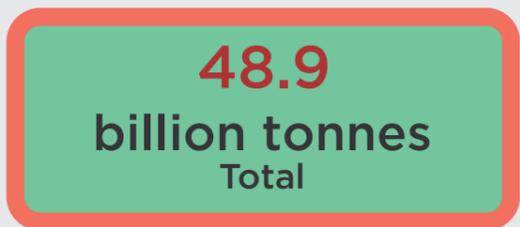
Tourism-related GHG Emissions

Global Travel & Tourism (T&T) industry accounts for

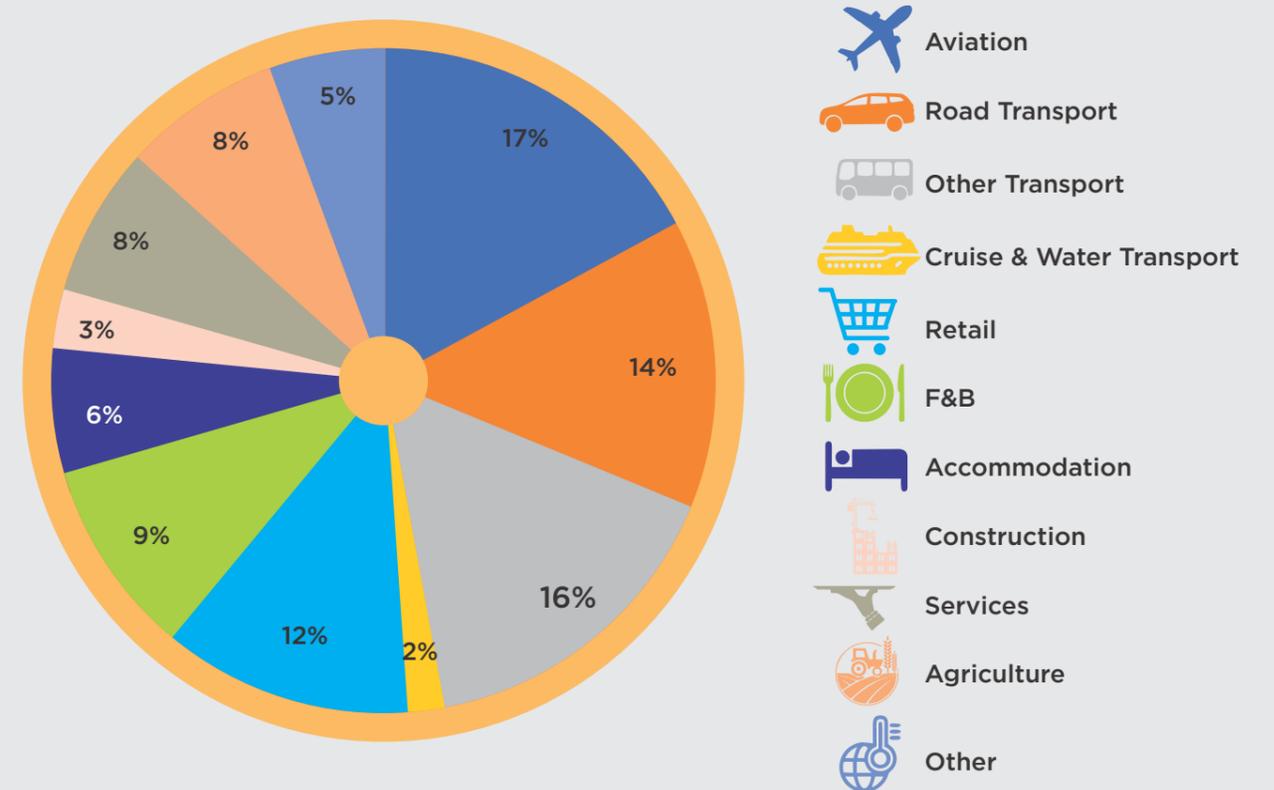


of Global greenhouse gases (GHG) emissions

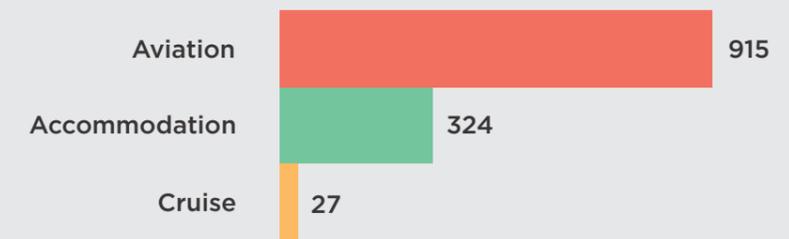
CO2 Emissions in 2019



Split of Tourism-related GHG Emissions by Industry (Pre-pandemic)



2019 Carbon Emissions Estimates per Industry (million tCO2e)



As a result, at COP26, the United Nations Environment Programme (UNEP) and the World Travel and Tourism Council (WTTC) released 'A Net Zero Roadmap for Travel and Tourism' that outlines goals for the tourism industry to become net zero by 2050, which has received over 300 signatories.

Sustainability In The Hospitality Industry: The Story So Far

Sustainability has become a key focus in the hospitality sector in recent years, with several hotel chains committing to reduce their environmental impact by implementing eco-friendly practices.

Hotels gain from sustainable practices in two ways: first, they enhance resource efficiency and provide cost savings, and second, these policies serve as a marketing tool, attracting today's eco-conscious travelers.

Environment & Sustainability Goals of International Hotel Chains

All the major international hotel chains have aligned their sustainability goals with the UN's Sustainable Development Goals and Targets and are working towards reaching "net-zero" emissions by 2050.



- 46% reduction in Scope 1 and 2 GHG emissions by 2030 compared to 2019
- 28% reduction in Scope 3 GHG emissions by 2030 compared to 2019
- 30% reduction in food waste
- 0% single-use plastic by end of 2022
- Promote a low-carbon mindset in hotel operations and with all its supply chain, including suppliers
- Fully transitioning to smart, sustainably designed hotels
- Accelerate the use of green energy



- 27.5% reduction in Scope 1 and 2 emissions by 2030 (compared with 2019)
- 53% per square meter reduction in Scope 3 emissions by 2030 (compared with 2019)
- 41% of suppliers by emissions (purchased goods and services) to set science-based targets by 2025
- 50% reduction in food waste by 2030 (compared with 2019)
- Increase responsible sourcing, including a goal to source 100% cage-free shell eggs and egg products globally by 2025

- 15% water intensity reduction
- 30% carbon intensity reduction
- 45% waste to landfill (and 50% food waste) reduction
- 30% renewable electricity
- 100% of hotels to have a recognized sustainability certification
- 650 LEED®, BREEAM®, or Estidama certified or registered hotels
- 250 adaptive reuse projects
- 95% responsible sourcing in top 10 priority categories
- 50% of all produce to be locally sourced
- Top 10 furniture, fixtures, and equipment (FF&E) product categories sourced are in the top tier of the Mind Click Sustainability Assessment Program (MSAP) for Marriott



- 46% reduction in emission (from a 2019 base year)
- 100% new build hotels targeted to operate at very low/zero carbon emissions
- Maximize/optimize the role of renewable energy
- Eliminate single-use items or move to reusable or recyclable alternatives across the guest stay
- Minimize food waste through a 'prevent, donate, divert' plan

- 30% reduction in carbon footprint
- 30% reduction in water usage
- Eliminate single-use plastic in all hotels by 2023
- Eliminated plastic membership cards



Hilton

- 61% reduction in Scope 1 and 2 carbon intensity from managed hotels
- 52% reduction in Scope 3 carbon intensity from franchised hotels
- 50% reduction in water used in managed operations (2008 baseline)
- 50% reduction in waste to landfills (2008 baseline)
- 50% reduction in food waste (2017 baseline)



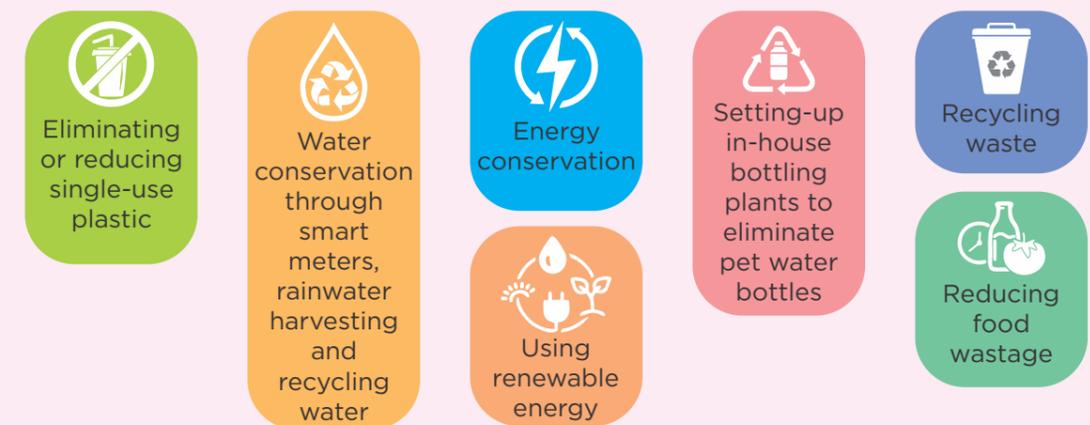
The India Story

With numerous commitments from both large and small businesses, India's goal of becoming carbon-neutral by 2070 is gaining traction. Reliance Industries, Aditya Birla Group, JSW Group, and Mahindra & Mahindra are just a few of the Indian businesses that have set decarbonization targets to become carbon neutral by 2050 or sooner. Even before COVID, the Indian hospitality industry was already stepping up its efforts to reduce and eliminate single-use plastic, as well as shifting to greener alternatives, as the new age traveler gave sustainability a thumbs up. According to Booking.com 2022 Sustainable Travel Research Report, 91% of Indian travelers want to travel more sustainably over the next twelve months and 64% of Indian travelers said that the sustainability efforts of accommodations and transport providers plays a strong role in their travel decisions.

Moreover, the sole bright spot during the pandemic was the favorable environmental impact; according to recent study, the COVID-19 pandemic resulted in a 9% drop in fossil carbon dioxide emissions in India in 2020, a first in four decades. The tourism and hospitality sectors, which are both major emitters and contributors to the climate crisis as well as victims of it, have an opportunity to accelerate climate action and move toward a greener, more sustainable future while maintaining their growth momentum.

By implementing eco-friendly practices, hotel companies in India are stepping up and doing their part to lessen their impact on the environment. For instance, to reduce their carbon footprint, the majority of hotel operators have reduced and eliminated single-use plastic and switched to more environmentally friendly options like refillable shampoo/soap dispensers, as well as opting out of daily linen and towel changes. Some brands like the Six Senses are going a step further by even eliminating commercial cleaning supplies and making their own bio-enzymes, toothpaste, lip balm etc. Meanwhile, some chains are using renewable energy, smart energy systems, reusable water, and zero-waste policies to make their operations more sustainable while also saving money.

Sustainability Efforts by Indian Hotel Chains



Environment & Sustainability Goals of Indian Hotel Chains



IHCL : In 2022, the company introduced, Paathya, a framework to drive its sustainability and social impact measures outlining goals and targets for 2030, including,

- 50% of the energy used will be from renewable sources
- 5% of hotel guest parking area allotted to EV charging stations
- 100% of waste water will be recycled
- 100% operating hotels will have organic waste management system
- 100% 'IHCL' hotels will be single-use plastic free beyond the mandated list
- 100% eligible hotels will be EarthCheck certified
- 100% business meetings will move to Innergise green meetings
- 50 hotels to be upscaled to reusable glass bottles
- 50% raw materials to be sourced locally



ITC : The company has been a pioneer in sustainability and an early adopter of environmentally responsible practices, helping it in becoming the world's first and largest hotel chain with the most LEED Platinum Certified Properties. The group's 2030 targets relevant for the Hotel business include,

- 50% reduction in Specific GHG Emissions
- 30% reduction in Specific Energy Consumption
- 40% reduction in Specific Water Consumption



Lemon Tree : Sustainability targets till FY2026 include,

- 15% reduction in Energy Consumption (intensity based) over FY19 baseline
- 50% renewable energy usage
- 40% reduction in GHG emissions (intensity based) over FY19 baseline
- 100% Certified Green Buildings (hotels)

However, most of the focus has been on the operational aspects so far, and companies need to incorporate green technologies and resources into construction, which can go a long way in achieving sustainability objectives. Hotels are often criticized for their conspicuous consumption, so a concerted effort to reduce consumption and waste across the board is needed, which will also help change public perception of the industry.



**Sustainable Hotel
Construction Is
The Need of The Hour
To Build A Better Future**



As per UNEP, buildings, including hotels, account for 37% of global energy related GHG emissions and with 75-80% of the existing buildings across the world expected to still be in use by 2050, the hospitality industry must prioritize sustainable construction practices and retrofitting existing hotels to meet the net-zero targets.

Leading hotel brands such as Intercontinental Hotel Group (IHG), Marriott International, Radisson and Wyndham, have introduced initiatives to promote green construction. Hotel companies are also adopting green building certifications such as LEED, EnergyStar, BREEAM, WELL Building Standard, among others. For instance, Marriott has developed a set of green construction standards, having committed to a target of net-zero value chain greenhouse gas emissions by 2050. The company also aims to achieve recognized sustainability certification for all its properties by 2025, of which 32% had achieved the status by 2020.

Meanwhile, IHG Hotels and Resorts has developed an innovative online Green Engage System to measure their environmental impact, offering four levels of certification, with Level 1 being essential for all IHG properties.

Some construction practices being used for sustainable hotel building development include using recycled construction materials, local resources and technology, natural energy and harvested water, as well as integrating net metering, waste management, and recycling grey water. Modular construction is another alternative to conventional hotel design with shorter timelines and lesser waste. Measures are also being adopted to minimize negative impact of procurement on the environment by sourcing localized materials. The Palazzo at The Venetian is an example of a large hotel receiving LEED certification by using 95% of recycled structural steel and 26% of recycled concrete. Similarly, the Waldorf Astoria used

85% of reused or recycled materials during construction.

Green hotel development is gradually becoming popular in India, with several properties being certified by LEED, IGBC, GRIHA, ECBC, and other organizations; nevertheless, acceptance is still slow compared to other nations. According to media reports, the country currently has only 73 LEED certified hotels. Hotel companies such as ITC Hotels and IHCL have been early adopters in this field. Three ITC hotels in India, for example, were recently named the world's top three LEED (Leadership in Energy & Environmental Design) Zero Carbon certified hotels. Meanwhile, 78 IHCL hotels have received EarthCheck certification, with 47 receiving Platinum status. The impression that creating green buildings is more expensive is one of the key reasons for the slower adoption of green construction practices. However, thanks to advancements in construction technology, there are now a

plethora of low-cost options for developing eco-friendly structures. Furthermore, any additional costs are offset by the energy efficiency and improved design of green buildings. This holds true for existing structures as well. Several LEED-certified hotels in India, including certain ITC properties, The Ashoka Hotel, and Sheraton New Delhi, are in fact older structures.

Branded hotel supply in India is expected to increase by 4-6% in the next six to seven years, necessitating the need for sustainable construction, to make the industry more ecologically responsible. Incorporating green technologies and resources into construction can enable hotels to have net-zero energy consumption from the start of their life cycle. Indian hoteliers can also take guidance from the Sustainable Hospitality Alliance's guide which provides details on how to reduce emissions when developing properties, carrying out substantial renovations, or buying buildings.

Green Practices



Design & Planing

- Design should be in harmony with the environment, with optimal use of daylight and natural ventilation to minimize energy use
- The design should incorporate aesthetical and pleasing views of the surroundings, while minimizing energy use
- India's ancient forts and palaces are excellent examples of buildings designed to optimally utilize the natural environment

- Light and modular construction methods like usage of drywalls
- Rain water harvesting during construction
- Construction method should reduce construction waste
- Concrete 3D printing technology



Sustainable construction methods



Sustainable building products

- Locally sourced and bio-degradable material like bamboo, timber, clay brick and natural paints etc.
- Pre-fabricated material and recycled steel
- Renewable energy sources such as solar panels
- Smart glass windows that changes its heating capabilities based on the amount of heat and air conditioning in the room
- Cement-free, carbon-free concrete
- Green roofing, insulation and sound-proofing
- Energy efficient lighting, metering and smart systems

- Retrofitting and adapting for reuse
- Light weight, faster construction gypsum walls and performance ceiling systems



Solutions for existing buildings

Benefits of Sustainable Construction Practices





Government Incentives

India's Central and State governments are offering incentives to buildings that have received green certification from organisations like LEED, IGBC, GRIHA, EDGE, and others in order to promote sustainable construction throughout the nation.

Central Government

- The Ministry of Environment, Forest and Climate Change (MoEFCC): fast-tracks environmental clearance for building projects that are pre-certified or provisionally certified by IGBC and GRIHA
- Ministry of Urban Development: provides 1-5% extra ground coverage and Floor Area Ratio (FAR) for specific GRIHA projects

West Bengal

- Additional 10% FAR for projects which are pre-certified or provisionally certified as Gold or above by IGBC and GRIHA

Punjab

- Additional 5% FAR at no additional cost to certain projects certified by IGBC and GRIHA
- 100% exemption of building scrutiny fee for projects rated Gold or above by IGBC

Andhra Pradesh

- 25% subsidy on total fixed capital investment of the project (excluding cost of land, land development, preliminary and preoperative expenses, and consultancy fees) for buildings with IGBC rating; subsidy capped at INR 50 crores in case of GRIHA rated projects
- 20% reduction on permit fees for IGBC projects

Uttar Pradesh

- Additional 5% FAR free of charge for IGBC Gold or above rated projects and GRIHA 4- or 5-star rated projects

Himachal Pradesh

- Additional 10% FAR for IGBC Gold/Platinum rated projects and 4-and-5-star GRIHA rated building

Haryana

- Additional FAR of 9%, 12% and 15% for Green Buildings rated as Silver, Gold and Platinum respectively by IGBC
- Up to 15% additional FAR for GRIHA-rated projects

Maharashtra

- Additional FAR of 3%, 5% and 7% for IGBC silver, gold and platinum rated projects, and 3-star, 4-star and 5-star GRIHA rated buildings, respectively

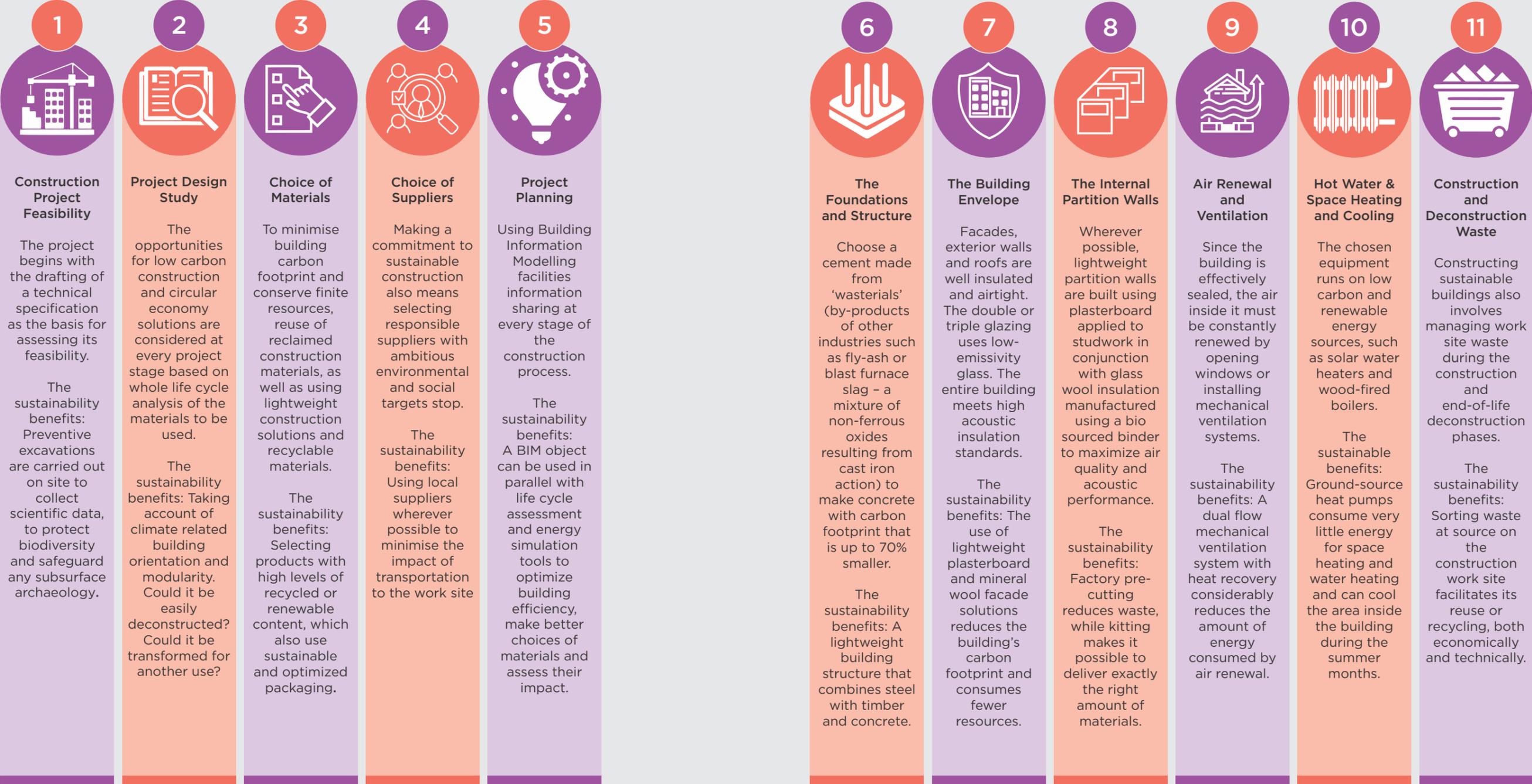
Rajasthan

- Additional 7.5%, 10% and 15% FAR at no additional cost for projects which are rated Silver, Gold and Platinum rated, respectively, by IGBC
- 7.5-15% additional FAR for GRIHA projects

Gujarat

- Reimbursement of 50% of Certification fee up to INR 10 lakh to hotel and wellness resorts obtaining green rating from IGBC or GRIHA

Saint-Gobain's Sustainable Construction Project Pathway From Sourcing to Waste Management



Source: Saint-Gobain website

Sustainable Construction Practices In Action



Radisson Blu Waterfront Hotel Stockholm, Sweden : This is the first Sweden-based building ever to receive LEED certification. The hotel's current premises were constructed by using 100% of the material from the previous building and the surrounding lake helps in cooling.



Soneva Fushi, Maldives: Located on a remote island in the Maldives, the property has no access to the electricity grid and relied on diesel generators to create reliable electricity 24 hours a day, 365 days a year. In 2016, as a step towards a renewable future, Soneva Fushi partnered with solar manufacturer Yingli to install a 624 kWp solar photovoltaic system. To reduce the resort's capex and investment requirement, Soneva Fushi signed a power purchase agreement (PPA) with Yingli Solar, which provided the solar panels at their cost.

In return Soneva Fushi purchases the electricity from them at 60% of the price it would cost the resort to produce with diesel generators. As a result, Soneva Fushi lowered its diesel bill by 4% without needing to invest in the asset.



ITC Windsor, Bengaluru: the first hotel in the world to achieve the LEED Zero Carbon Certification, is powered by its own wind turbine generators and uses innovative energy efficient technologies such as electrical boiler, induction burners and other renewable energy. Another example is the ITC Rajputana in Jaipur, which has a large rooftop onsite renewable solar PV plant with a capacity of 100 kWp and generates approximately 160,000 units annually. The US\$ 100,000 project significantly offset carbon emissions for the hotel, resulting in annual savings of US\$ 25,000 and a 4-year payback period.



AC Hotel by Marriott Veracruz, Mexico: several sustainable design elements were implemented in this 164-room property including, energy-saving lighting across the property, reduced window to wall ratio, low-flow and single flush sanitaryware, facing brick and hollow concrete blocks for external walls. Benefits include 23% energy saving, 28% water saving and 51% reduction in total energy consumed in the production of building materials.



Room2 Chiswick, London: The 86-room hotel in London that opened in December 2021, claims to be the first hotel in the world to achieve whole-life carbon net zero, meaning that all emissions connected with the property's construction, operations, maintenance, and eventual demolition will be zero. Locally produced and/or recycled materials were used whenever possible during construction. Furthermore, the property not only employs renewable energy such as solar panels and ground source heat pumps, as well as occupancy sensors and ultra-energy efficient lighting, appliances, and water systems, but it has also implemented some novel measures. Its distinctive in-room recycling bins, for instance, enable the hotel to keep all waste from being dumped in landfills. In addition, two "lab rooms" gather information on air quality, water and energy consumption, and visitor habits to improve efficiencies.



Hotel case studies using sustainable building products such as drywalls* & solar control glass*
Ginger, Lucknow: The 50 room Ginger, Lucknow, was able to achieve significant benefits by using drywalls

- 1.21 lakh liter of water saved – equivalent to 1031 barrel or requirement of 10 houses for 30 days
- 5% space increased in rooms
- 1.5 months of time saved

*Saint-Gobain Gyproc, Performance drywall solution from Saint-Gobain & SGG COOL-LITE



- Ibis, Kolkata:** all internal walls of this 189-room property was made of drywalls
- 3.9 lac liter of water saved equivalent of the requirement of 19 houses for one month
 - 1245 MT dead load saving
 - INR18 lakhs saved in vertical lifting in the entire project



- Courtyard by Marriott and Fairfield by Marriott, Bengaluru:** all internal walls of the 339 guest rooms were made of drywalls
- 1.29 million liters of water saved equivalent to requirement of 100 households for a month
 - Reduction in average labor requirement by 77 workers/day, for a period of 9 months (Installation + Material Handling)
 - Saving of around 170 tons of steel on slab and beams only
 - Faster construction, saving 3-4 months of fit out period



- Grand Hyatt, Gurgaon:** All internal walls of the 387-room property made of drywalls
- 36.33 lac liter water saved equivalent to requirement of 173 houses for a month
 - 978 tons of dead load saving
 - INR3.5 crores saved in vertical lifting of the project



- Holiday Inn, Kochi:** the property used solar control glass to become energy-efficient without compromising the aesthetics, by letting in maximum daylight and at the same time, reflecting excess heat and optimizing air-conditioning.
- Solar control • UV protection • Optimum light transmission • Minimum visual glare
 - Versatility in aesthetics and performance



**Championing Sustainability:
Hotel Industry Viewpoint**



Sonu Shivdasani
OBE | Guardian of the Culture
CEO & Joint Creative Director
Soneva

The conversation around sustainability has changed significantly post the pandemic, with more and more people talking about it now. We at Soneva, have been at it for the last 25 years now. My wife, Eva, and I strongly believe that a company must have a purpose. When one has a purpose its greater than making money. It can lead to high levels of employee engagement. Interestingly in our industry, hospitality, the definition of luxury is the intangible, the magic that employees that occupy a property create. Magical service can only be trained to an extent. It has to be instilled. It has to come from the gut. We believe that our SLOWLIFE core purpose generates enthusiasm and passion amongst our hosts. So, one can argue, that the more sustainable we are, and the more true we are to our SLOWLIFE core purpose, the more luxurious we become. This is why Soneva is arguably one, or one of the few hotel companies, to have won the equivalent of the Oscars for both sustainability and luxury in travel & tourism, more than once.

“ The ‘onion’ is the best description of our sustainability journey over these past 25 years. Every time we feel that we have cracked the code and achieved all that we can only to realize that there are more challenges and opportunities ahead. ”

The ‘onion’ is the best description of our sustainability journey over these past 25 years. Every time we feel that we have cracked the code and achieved all that we can only to realize that there are more challenges and opportunities ahead.

Initially we focused on conservation including the preservation of these beautiful islands that Eva and I have always felt privileged to be guardians of during our lifetime. We campaigned for turtles, sharks, avoiding Caspian Sea caviar and bluefin tuna. Avoiding tropical rainforest timbers, redesigning our buildings to blend in and accommodate the stunning vegetation. Another big priority was the reduction of carbon emissions and trying to decarbonize our operations. We introduced the first solar farm in the Maldives. Waste management was next. We built Eco Centro and hired our first Waste to Wealth Manager. As a result of these evolutions, 90% of our waste is recycled.

The Soneva art & glass factory converts our waste glass into works of great beauty. In 2008, we began measuring our carbon and decided to include ‘Scope 3’ which covers our externalities such as the transportation of our guests and supplies. We introduced a mandatory not a voluntary carbon levy. This has raised a considerable amount of money for the Soneva Foundation, which has funded a 1.5-megawatt windmill in India, 500,000 trees in the North of Thailand, and cook stoves in Darfur in Myanmar. In the same year we decided to ban branded water and introduced water bottled on site. Apart from the obvious ecological benefits, we also achieved a financial saving, which has co-funded 400 projects in 50 countries and given 800,000 people access to clean water. These are perfect examples of where we made a small change to our business which did not affect our profitability but which had huge impact well beyond our shores.

The general perception that sustainable construction is more expensive is absolutely not the case. Ecological practices are normally more economical. In terms of adopting sustainability, renewables in general are cheaper than fossil fuels on 90% of the planet. The pity is that its difficult to find the capital to fund this. Good reasonable cost capital to fund renewable energies would be extremely helpful. The other area of inertia is people’s general unwillingness to change and their tendency to follow the status quo.



Anil Chadha
Divisional Chief Executive
ITC Hotels

The success of a responsible business is measured not only by bottom-line financial results but also by tangible impact on communities, society and the environment at large. ITC Hotels pioneered the concept of 'Responsible Luxury' in the hospitality industry with sustainable practices embedded into the design, operations and specially curated food and beverage offerings. The scope and bandwidth of sustainability have multiplied exponentially post the pandemic.

"Responsible Luxury" is a unique initiative pioneered, nurtured and realized by us over the years, which we believe, brought a paradigm shift in the hospitality industry towards sustainability. For the betterment of the overall industry, we have always shared our best practices amongst our other industry colleagues and leaders. For example, our ISB case study on "Responsible Luxury" features on Harvard Business Publishing & Ivey Publishing.

“Responsible Luxury” is a unique initiative pioneered, nurtured and realized by us over the years, which we believe, brought a paradigm shift in the hospitality industry towards sustainability.”

ITC Hotels blended “Luxury & Sustainability” integrating world-class luxury with ‘green best practices’ to enable Planet Positive luxury experiences for guests and other stakeholders. Our belief is guided by the philosophy that luxury brands must have sustainable practices embedded in them. At ITC Hotels we call this Responsible Luxury “Luxury without compromising the earth and sustainability without compromising luxury”. Embodying the ethos of Responsible Luxury, ITC Hotels, is the world’s largest chain of hotels with the maximum number of LEED Platinum Certified Properties. Considered to be the international benchmark for eco-friendly buildings, the LEED platinum rating is the highest honor given based on five categories, namely sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality.

ITC Hotels has been accorded another distinction by the USGBC (United States Green Building Council) – The World’s first 10 LEED Zero Carbon Certified Hotels are from the ITC Hotels Group: ITC Windsor, ITC Grand Chola, ITC Gardenia, Welcomhotel Bengaluru, Welcomhotel Guntur, Welcomhotel Chennai, ITC Mughal, Welcomhotel Coimbatore, Sheraton New Delhi, ITC Grand Central. LEED (Leadership in Energy and Environmental Design) Zero Carbon recognizes buildings operating with Net Zero Carbon Emissions.

In yet another remarkable feat, much ahead of time, ITC Hotels and Welcomhotel have achieved their 2030 carbon emission targets as per COP21 Paris agreement.

ITC Hotels’ sustainability efforts have led to:

- Over 57% of electricity consumption being generated through renewable sources.
- Reducing freshwater consumption over the last 5 few years: Equivalent to irrigating 100 thousand trees, sequestering 95 thousand tonnes of CO₂. (approx.), Recycling/ Reusing of more than 99% of solid waste, Eliminating 2.5 lakh Kg (annual) of single use plastic, Over 50% of food & beverage being locally sourced.

Sustainable construction means building with renewable and recyclable resources and materials. There are many ways in which companies can improve sustainability and reduce their carbon footprint, such as harnessing renewable energy, recycling water, using on-site water treatment plants to minimize waste and recycling and building with renewable or waste materials, treating solid waste, sourcing consumables locally, eco-sensitive architecture & design protocols help create a journey for a brighter tomorrow.



Suma Venkatesh
Executive Vice President -
Real Estate &
Development, IHCL



Aradhana Lal
Senior Vice President -
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Hospitality industry is a significant contributor to the global GDP; however, the sector also leaves a huge environmental footprint. The awareness about tourism's environmental and social costs is growing. In order for the continued growth and development of the sector, it is essential for our industry to step up sustainability efforts, which are currently, mostly focused on hotel operations. It is time for the industry to increasingly consider building with green materials and technologies so that hotels have net-zero energy consumption from the start of their life cycle.

Sustainable hospitality is a more complex concept and encompasses processes, starting from the design stage through the construction of hotels to their usage. It starts with architects and designers focusing on ecological sustainability, understanding the cultural and built environment of the local region and complementing the traditional design with contemporary touches. Some good examples of this design ethos can be seen in Taj Wayanad, where building plan emphasizes minimal

“Sustainable hospitality is a more complex concept and encompasses processes, starting from the design stage through the construction of hotels to their usage.”

cutting of the building site, increased non-air-conditioned areas, specially designed skylights for natural lighting and use of natural materials for interiors and exteriors.

Similar principle is at play at Taj Exotica Resort & Spa, Andamans where not a single tree was felled during construction and the resort was built with use of plantation timber. The rooms with thatched roofs are inspired from the local Jarawa architecture and it is a zero-single use plastic hotel. Under Paathya; IHCL's framework to drive its sustainability and social impact measures, we strive to work with partners who are eco-sensitive and are prioritizing energy management and lower emissions; and introducing life-cycle management into the building process.

Our forthcoming Taj hotel in Vikhroli in Mumbai will be a benchmark for green buildings in the hotel industry. IHCL is proud of its track record to reduce its impact on the environment with 77 EarthCheck certified hotels of which 57 are Platinum Certified. All our upcoming hotels will aim for minimum Gold certification.

Today sustainability practices have become an essential part of our sector and over the last few years, including the pandemic, we have seen companies adopt and consolidate practices around the environment, inclusion/diversity, community engagement and supply chain management as well as governance practices.

At Lemon Tree Hotels, our business model is built around our sustainability practices, with a special focus on hiring people from marginalized background including disability, orphans, school dropouts, transgender and more as well as switching over to renewable energy, implementing energy saving and water saving processes, recycling and reusing water and managing waste well.

We do see a challenge in some of these areas. For example, in our inclusion and diversity effort, there is a mismatch of demand and supply of suitable candidates (different disabilities, different roles) across our cities. In order to implement our Renewable Energy goals, we have to plan implementation in accordance

with the laws and regulations in each state - this makes the task complex and sometimes implementation is not feasible.

Since 2012, as we have built new hotels, we have followed all green building practices defined by the Indian Green Building Council and all the hotels are built to the Gold standard specs. The additional features required to certify a green building come at a cost, but the payback period is short enough (usually 3 to 4 years) and delivers great savings (in consumption and/or cost).

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Hospitality and tourism companies need to build in sustainability practices into their business model and design their company around it. This is the way of the future, and these initiatives make good business sense too.

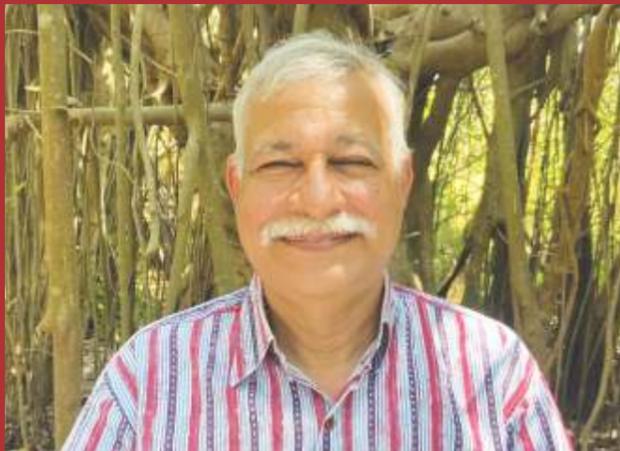
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Let's Walk the Talk

Expert interview with Mr. Niranjana Khatri, Founder
at iSambhav, who has been instrumental
in ITC's sustainability efforts



Niranjan Khatri
Founder, iSambhav

HVS: While sustainability has always been important, how has the conversation around it changed since the pandemic?

Niranjan Khatri (NK): Sustainability has been important, albeit more through lip service, and the evidence can be seen from the broader angle of the Rio Earth Summit since 1992, when great statements were made without any formal binding agreements, and as recently as the 2015 UN Paris agreement to help developing nations by giving them US\$100 billion p.a. for loss and damage, which has not materialized to date.

We should remember the famous saying, “Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together. All things connected”. - Chief Seattle, 1854

HVS: In your opinion, has sustainability in the Indian hotel industry evolved beyond mere lip service and a marketing tool?

NK: Despite all mediums of communication announcing the perils of ecological degradation, industry at large has still been dragging its feet in adopting eco-responsible practices. Thanks to regulatory thrust many initiatives have been implemented, although reluctantly, and some of the practices have been short-circuited in order to save energy myopically, compromising natural capital which nourishes our very existence.

The manifestation of our lax practices is witnessed in the landfill sites which occupy 1546 sq. km. of prime land at the edge of our cities and towns in India. This is a good example of suboptimal use of finite land resource. The air quality, and the state of our rivers and seas, all of which are being compromised by the old brown economic model.

There are many good examples of waste to wealth, such as the cement industry, which uses fly ash from the power sector to make cement. Green economy and ESG are beginning to drive the change.

(Note: Green Economy, by definition, is low carbon, resource efficient & socially inclusive. Financial tools like Climate Action 100+: investor-led global initiative to ensure action on climate change, now encompasses US\$68 trillion in Assets, 700 Investors & 166 Companies.)

“ When the industry unleashes their creative minds and employs strategic thinking, so much more can be done, leading to reducing operating costs, as well as avoiding regulatory headwinds, besides garnering the goodwill of stakeholders.”

HVS: Do you feel that ‘sustainability’ as a concept is still primarily associated with luxury properties in India?

NK: Very few big hotel chains have been proactive in sustainable development along with a few niche boutique chains which have taken pioneering steps, while the majority of the hotels are regulatory led, adopting low hanging fruit, not realizing that when the industry unleashes their creative minds and employs strategic thinking, so much more can be done, leading to reducing operating costs, as well as avoiding regulatory headwinds, besides garnering the goodwill of stakeholders.

HVS: How can a hotel become sustainable? What are some of the easy wins that can get a building moving in the direction of sustainability?

NK: Start with water management, availability of water is a limiting factor for business, I am stating this based on experience and evidence in a small remote location by extrapolating the learnings into the future. Those learnings have withstood the litmus test of time.

In 1990, we had to run a hotel in the Andaman Islands with 2 Kl of water, reduced from 10 kl per day, it was our “Cape Town experience” in a real-life situation of running the hotel on a remote island with no

underground water, or rivers. This extreme event happened because of the failure of the North-east monsoon which led to the only dam on the island not filling up to its full capacity. We learnt water management creatively overnight and we were lucky to share this experience and got into responsible advocacy in water management.

Our learning and resource modest consumption practices was widely shared with all stakeholders including policy makers to make water harvesting mandatory.

The key approach we followed was on demand side management as opposed to supply side management. Water crisis that we forecasted in the 1990 has unfortunately become a grim reality today across the world, as seen last year with the drying of lake Mead, river Siene ,Po in France Italy respectively and the Yangtze in China.

I believe bathtub should only be seen in the London Museum. Some resource optimization suggestions include using water timers in the shower cubicle. If the shower is used for more than 3 minutes, the meter should run for luxury use of water at a scarcity mindful rate, for billing purpose. Additionally, bed sheets should be changed in rooms once in 3 days all over the world - as a default standard.

(Note: the report titled "Composite Water Management Index", published by NITI Aayog in June 2018, mentions that India is undergoing the worst water crisis in its history and nearly 600 million people are facing high to extreme water stress. The report further mentions that India is placed at 120th amongst 122 countries in the water quality index, with nearly 70% of water being contaminated.)

HVS: What are some of the global best practices that companies in India can adopt?

NK: In my view we can move away from the so called "international best practices" which

are resource intensive. For example, why should the hospitality industry, anywhere in the world, set A/C room temperature at 20- or 22-degree C? This coupled with duvet being used in summer (from an Indian context) is a great example of energy inefficiency and enhancing carbon emissions in a world which is grappling to not exceed 1.5 degree increase in temperature by 2030 as per COP meetings.

The size of the rooms needs a relook, as 80% occupancy is single occupancy, and we are cooling a large volume of air sub optimally. It has been said time and again that the "luxury of few should not cause harm to others". One-third of Pakistan was flooded by incessant rains. Pakistan's CO2 contribution in the world is only 1% but they suffered losses ranging from US\$10 to 60 billion as per varying newspaper reports.

HVS: Are there any challenges that are resulting in slower adoption of sustainable practices in India?

NK: Yes, there is acute shortage of people who understand the subject holistically in the industries right from senior leadership level down the hierarchy and the academic world is not willing to change the old resource intensive service design of the hotel industry. The academic world believes in status quo, as they say these standards are what the industry wants the student to learn. The

industry needs to nudge the academics to impart knowledge on resource modesty in their own self enlightened interest.

In the industry, finance and purchase community have been taught to make purchase on basis of L1, this leads to procuring from suppliers who do not follow cleaner production practices leading to negative environment externalities.

Externality is outsourced by the industry

“ The construction industry is the most resource intensive from mining, transportation, construction and in the use phase. Waste can be minimized if the planning of the building is frozen by different consultants during the drawing stage.”

world over. As per UN, in 2008 the figure was US\$6 trillion of negative externality of the global GDP.

HVS: What is sustainable construction and is it more expensive as is often perceived?

NK: The construction industry is the most resource intensive from mining, transportation, construction and in the use phase. As per TIFAC- (Technology Information, Forecasting and Assessment Council) 40 to 60 kgs of construction waste is generated per sq. meter of construction. CSE has also done some work in this domain. Such waste can be minimized if the planning of the building is frozen by different consultants during the drawing stage.

When the green building movement came to India in 2002 the green building materials were not available in India and had to be imported hence the cost of green construction was 15 % above conventional construction. Over a period of 5 to 7 years the cost has come down to 8% and then 2%. Currently a well thought through green building costs less than conventional buildings.

HVS: Can existing buildings become more sustainable?

NK: Yes. Retrofitting can be done in different aspects of energy consumption like installing energy efficient chillers, pumps, heat deflecting paints on roof top, installing biogas plant, or various forms of solar technologies. Understanding water energy nexus and eliminate ill-conceived use of energy in basement, back of the house and many corners of the hotels.

HVS: How can developers/asset owners be convinced to adopt sustainable construction?

NK: The green building movement came to India in 2002 and in 20 years the green building footprint has already touched 9 billion sq. ft approximately. This is merely a nano drop considering the overall construction going on in the country which is

oblivious of the green building nuances. MNC look for green buildings as they want to display environment stewardship. A green building helps to reduce water consumption by 40 to 60 percent and energy by 40 to 50 % on a life cycle basis - "Good ideas are not adopted automatically. They must be driven into practice with courageous patience" Admiral Hyman Rickover

HVS: Are there any sustainability certifications or rating systems for that can help companies measure their progress on sustainability?

NK: The first green building rating system, Building Research Establishment's

Environmental Assessment Method (BREEAM), was introduced in 1990. Since then, several other, including the US Green Building Council (USGBC) and Leadership in Energy and Environmental Design (LEED), have been introduced. In India's US GBC rating system started in 2002 in partnership with CII. The CII Indian Green Building Council (IGBC) was introduced in 2015, which was quickly followed by the government's BEE or Indian Bureau of Energy Efficiency and the Green Rating for Integrated Habitat Assessment (GRIHA) by TERI (The Energy and Resource Institute). These certifications provide tools for assessing and evaluating buildings based on various

sustainability parameters such as design, energy consumption, water usage, and material used, waste management, and so on. Each of these certifications has its own nuances and must be renewed periodically.

HVS: What factors can aid the industry's transition to sustainable construction?

NK: In a globalized economy the rules of engagement are changing rapidly. Here are some drivers of transformative change: Global industry is under great pressure from "Stakeholders" to meet ESG metrics, as well as social media campaigns against "green washing".

“ Global industry is under great pressure from “Stakeholders” to meet ESG metrics, as well as social media campaigns against “green washing”.”

Climate Action 100+: investor-led global initiative to ensure action on climate change, now encompasses US\$68 trillion in Assets, 700 Investors & 166 Companies. Future flow of P/E funds or FDI to India is likely to be correlated to carbon footprint and ESG compliance as per commitments of global buyers.

As per Nasscom, in FY21, Assets under management for ESG funds rose 2.5 times, to US\$ 650 million. CBAM (Cross Border Adjustment Mechanisms) intended to price embedded carbon emissions in certain goods imported into the EU, will impact Indian exporters, with risk of extending to other goods/ services & geographies. Scope 3 GHG emissions is, currently, a major challenge, as level of mapping as well as mitigation strategies are at nascent stage. Currently, there is voluntary reporting, but the industry must prepare itself for compliance reporting very soon.

As the Prime Minister, Shri Narendra Modi, rightly said during the COP26 meeting in Glasgow, 'Lifestyle for the Environment - LiFE Movement' is the need of the hour.

HVS: What's next in sustainability and construction?

NK: Circular economy principle has been endorsed by GOI in the Paris accord of 2015. As a result of this good practice, auto industry is designing cars for disassembly and reassembly to avoid use of virgin materials like aluminum glass and other metals.

One is hoping the construction industry will seek products from its supply chain like green cement, with low carbon footprint, architects will hopefully design future

buildings which can be easily disassembled without generating construction debris and be reused for new buildings, 3D will help in reducing construction material like sand and aggregate.

Prefabricated building technology is already beginning to make inroads in the country. Adopting sustainable practices in water management such as Zero Liquid Discharge can help the industry become more ecologically responsible.

My personal wish list is that the construction sector will start calculating the embodied water of the buildings during construction stage and work towards making the buildings water, wood and CO2 positive.

I am hoping that in view of rapidly declining non-renewable resources and increasing population, the size of the house will be capped in order to ensure that equitable use of resources are available for the weaker stakeholders with the kind of capitalist model prevalent this will be a bitter pill to swallow unless the hands of the government mandate such transformational changes.

Last but not least, sustainability also entails focusing on the health, prosperity, and general welfare of the labor force employed on construction sites, as they are the most

valuable resource for the sector. The quality of the labor colony needs to be improved significantly to what is the practice today.

Like Osho said, "You are a guest. Leave this Earth a little more beautiful, a little more human, a little more loveable, a little more fragrant, for those unknown guests who will be following you."

“One is hoping the construction industry will seek products from its supply chain like green cement, with low carbon footprint, architects will hopefully design future buildings which can be easily disassembled without generating construction debris”

Conclusion

One of the main barriers to the sector adopting ecologically responsible practices so far has been the greater upfront capital expenses associated with putting these measures in place, which may not seem desirable, especially given the current state of the sector.

However, these efforts, which range from the fundamentals like employing energy-efficient lights, low-flow fixtures, automatic faucets, recycling water, and trash segregation to motion sensors, solar and renewable energy, can actually help save expenses and boost the bottom line.

It will also help strengthen the property's brand image in the long run, creating a crucial competitive advantage. Hoteliers should also accelerate the adoption of sustainable design practices and focus on using locally produced, eco-friendly building materials for developing hotels, as an increasing number of eco-friendly travelers will prefer to stay at hotels championing green practices in the post-COVID world.

Some government agencies have started incentivizing hotel developments with green certificates, having acknowledged the importance of adopting sustainable building design and practices.

According to a recent Gujarat tourist policy, hotels and wellness resorts that receive a green rating from the IGBC would be refunded 50% of the certification fee, up to a maximum of INR 10.0 lakh. Similar initiatives by other tourism boards, as well as a growing demand from travellers for eco-friendly holidays at hotels championing environment-friendly practices will further encourage green buildings in the Indian hospitality sector.

Acknowledgment

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Special thanks to Saint-Gobain for collaborating with us on this initiative. Their overall contribution towards sustainability is highly commendable and we are grateful that they shared their expertise with us. The report would have not been possible without them.

Appendix:

There are several Green Building & Energy Efficiency Certifications available in India. Additional information is available on the websites of the respective organizations.

- Leadership in Energy and Environmental Design (LEED) (<https://www.gbci.org/india>)
- Indian Green Building Council (IGBC) (<https://igbc.in/>)
- Green Rating for Integrated Habitat Assessment (GRIHA) (<https://www.grihaindia.org/>)
- Bureau of Energy Efficiency (<https://beeindia.gov.in/>)
- EarthCheck (<https://earthcheck.org/>)
- EDGE (<https://edge.gbci.org/>)
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Saint-Gobain entered India in 1996 and has achieved strong and profitable growth since then. Today, it is a leader in all its major businesses, has 26 manufacturing sites (nearly all of which are certified under ISO 14000 and OHSAS 18000) and more than 16,186 permanent and temporary employees in India.

In 2021, Saint-Gobain registered sales of about INR 87.384 billion. Two large entities, Grindwell Norton Limited (GNO), a publicly traded company, and Saint-Gobain India Pvt. Ltd. (SGI) house Saint-Gobain's businesses in India, with the following businesses present in the country,

- Regional Businesses: Glass and Glass Solutions, Gyproc Plasterboard and Plasters, and Weber (Industrial mortars), and

- Global Businesses (which are part of the High- Performance Solutions Division since Jan 2019): Abrasives, Sekurit (automotive glazing), Ceramic Materials (Silicon Carbide, Performance Ceramics and Refractories, SEFPRO, Crystals) and Performance Plastics.

The most recent entry to the existing range is the bouquet of home solutions, My Home, a service that helps end users create great living spaces and improve daily life by combining comfort and sustainability to enhance the wellbeing of people at home. From providing customized solutions to having it delivered through trained professionals, Saint-Gobain My Home will help at every step of building a home.

This transformation combines materials with various hardware systems by using our competencies in design and engineering to develop truly futuristic solutions that provide wellbeing in your home spaces.

Saint-Gobain is committed to not only manufacturing in India but also investing in significant R&D - in and for India. Towards this, Saint-Gobain Research India (SGRI) located at the IIT-M Research Park in Chennai, is the group's 7th Transversal Global Research & Development Centre. SGRI is working towards creating products and developing frugal customized solutions for hot and humid climates. In a very short span of time, SGRI has generated over 135 patents, 105 new products and 60 design registrations. Saint-Gobain has recently signed an MoU with IIT-Madras to develop a 100% Renewable Energy Research Park.

For more details, visit the corporate website:

Saint-Gobain Global (<https://www.saint-gobain.com>)

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