



lebuva Hotel's rooftop restaurant Sirocco. (inset) Deepak Ohri, CEO of Bangkok-based lebuva Hotels & Resorts

that India is now absolutely ready for some fine dining experience. "The new Indian consumer is being recognised worldwide for he knows exactly what he wants and is counted amongst the three most knowledgeable consumers the world over."

How are they planning on wooing the Indian consumers? "We want to bring emotion into the hospitality business," he said, an easy task for them as they "are a branding company getting into hospitality". He has his

a head while the Sirocco will be a little more pocket-friendly at ₹2,000 a head (including some alcohol).

Ohri aims at lebuva being the number one hotel in the capital when it comes to revenue per available room.

On how fast they plan to grow, lebuva Hotels & Resorts expects the Dwarka property to begin contributing 10-15 per cent to its total turnover, starting 2015.

Besides Dwarka, there are two other properties lebuva Hotels & Resorts has

'The new Indian consumer knows exactly what he wants'

CEO DEEPAK OHRI TALKS ABOUT LEBUA'S FORAY INTO THE HOSPITALITY SECTOR IN INDIA

Gunjan Batra
New Delhi

"CREATING AN experience" is what they do best, says Deepak Ohri, CEO of Bangkok-based hospitality firm lebuva Hotels and Resorts. That's probably the reason he chose one of the starkest areas of an upmarket hotel to announce that they are setting up shop in India. Having tied up with Subhash

Dabas, owner of Tirupati Buildings and Offices Pvt Ltd, lebuva Hotels & Resort's first property in the country is going to be in Dwarka.

On being questioned about their choice of place, Ohri said the group was known for creating "aspirational destinations".

"Delhi has not seen what we are bringing," he stated and refused to be drawn into a debate about who he thought was going to be their

competition. "Emporio Mall is our competition," he said with a smile, when pushed for an answer. Elaborating more on what will be on offer at their six-restaurant, 400-room new property, Ohri said, "Luxury. Luxury comes from software. Luxury is not in a product but in a concept."

Emphasising the fact that each of their six restaurants would offer an experience the customer would remember and want more of he says

strategy pat - "cutting edge F&B" and "non-intrusive privacy for customers" meaning "attentive service sans the hovering".

Ohri expects F&B to contribute 60 per cent of the overall revenues in lebuva Dwarka with the rest coming from rooms, the average tariff of which is going to be ₹10,000 a night.

As for F&B, a meal (without alcohol) at the Indian restaurant will set you back by \$400

on its radar in India. One of them is definitely in Punjab, Ohri wouldn't reveal where though. All he promises is that they would have private helipad there.

Currently operating two properties in Bangkok and one in New Zealand, the hospitality chain aims at upping the total to 10 properties across the world in the next ten years. The US, Europe, Hong Kong are high on their priority list.