

Contact: Karla Smith, Director Membership Services
Email: ksmith@ishc.com
Phone: 404-542-0159



Press Release

ISHC & HIFI to present the winner of the Rising Star Award India

Saurabh Bakshi to be honored at HIFI



Atlanta, GA (8 January 2014) The International Society of Hospitality Consultants (ISHC) and Hotel Investment Forum India (HIFI) will present Saurabh Bakshi the inaugural Rising Star Award (RSA) at HIFI on 15 January 2014. Saurabh is the General Manager at Sheraton Bangalore Hotel at Brigade Gateway, a part of Starwood Hotels and Resorts Worldwide, Inc. HIFI is co-hosted by Burba Hotel Network (BHN) and Horwath HTL and will be held 14-15 January 2014 at the Leela Ambience Gurgaon Hotel and Residences, Delhi (N.C.R.) India.

“We had an overwhelming response of very qualified nominees and we are delighted to have such a talented recipient for the inaugural Rising Star Award in India,” said Andrea Belfanti, Executive Director ISHC. The Rising Star Award was created to recognize emerging leadership talent in the hospitality industry in the Indian sub-continent. Award criteria requires that a nominee be 35 years or younger, have a minimum of five years in a hospitality-related field, be recognized by leaders in his or her company as an outstanding contributor with a promising future and be currently working and living in the Indian sub-continent.

Saurabh more than exceeds the criteria and has just over twelve years of experience in the hospitality industry. He has been associated with Sheraton Bangalore Hotel, the first newly built and managed Sheraton in India since pre-opening, initially as the Hotel Manager and was then promoted to the General Manager of this flagship property. Saurabh states that “With great service, comes customer delight and in the process, turns doubting clients into loyal advocates,” and his work philosophy is, “The reward for work well done is the opportunity to do more.” He holds hotel management degree from IHM-Pusa, New Delhi and has participated in continuing educational courses such as Management Development Program on Revenue Management & Dynamic Pricing (IIM-A), Fundamentals of Finance: Dun & Bradstreet and the General Managers Program (GMP) at Cornell University’s School of Hotel Administration.

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About ISHC

The International Society of Hospitality Consultants is truly *The Leading Source for Global Hospitality Expertise*, represented by over two hundred of the industry's most respected professionals from across six continents. Collectively, ISHC members provide expert services in over fifty functional areas and have specialized skills in virtually every segment of the hospitality industry. ISHC is dedicated to promoting the highest quality of professional consulting standards and practices for the hospitality industry. Candidates undergo a rigorous screening process, ensuring that all ISHC members have a reputation of integrity and are qualified by their experience, training and knowledge to develop and express sound judgment on industry issues. Additional information about the organization, along with a directory of ISHC members, is available on the ISHC website at www.ishc.com.

About HIFI

HIFI is India's most important hotel investment conference. It is the annual meeting place for the leaders in the Indian hotel and tourism industry to discuss important trends, network, identify new opportunities, and do deals through a combination of plenary sessions, breakout panels, and interactive workshops.

About BHN

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, more than 100 events completed to-date, and nearly 80,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; the Hotel Investment Forum India (HIFI) in Gurgaon Delhi N.C.R.; the Hotel Opportunities Latin America (HOLA) conference in Miami; and the Hotel Investment Conference Europe (Hot.E) in London.

The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

About Horwath HTL

Horwath HTL is the world's largest and most experienced hospitality consulting brand with over 50 offices in 39 countries. Since 1987, Horwath HTL – Asia Pacific has been involved in well over 2,000 projects throughout the region, in all phases of the property lifecycle, for clients ranging from individually owned businesses to the world's most prominent hotel companies, developers, lenders, investors, and industrial corporations. Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney, and Auckland. www.HorwathHTL.Asia

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