



Volume: 2, Issue: 9, 01-03
Sep 2015
www.allsubjectjournal.com
e-ISSN: 2349-4182
p-ISSN: 2349-5979
Impact Factor: 4.342

S Gayathry
Assistant Professor
SRM B School SRM
University

Eat out to work out - The ideal journey

S Gayathry

Abstract

A woman is like a tea bag; you cannot tell how strong she is until you put her in hot water-Nancy Reagan. She is the Executive Director of an hotel, an health studio, president of a club for women, contributor to Urban Medical Institute, an adorable wife and a caring mother for two daughters and the list goes on and on. She is none other than Mrs. Nina Reddy of Savera Hotels Limited, one of the most successful business women in Chennai. Reddy had entered her husband's family business in the hospitality industry after marriage and children. She is now the efficient, well-groomed boss of a popular hotel, a perfect product from which the gift-wrapper has just been peeled off. She makes a perfect balance between all her portfolios and at the same time trying to make maximum justice to all the stakeholders. This paper attempts to explore the journey of Mrs. Nina Reddy in transforming a single phased family business into a multi-faceted business empire.

Keywords: Health Studio, Hospitality Industry

1. Introduction

1.1 Savera Hotles Limited- A Prelude

The Savera is an 11-storied four-star hotel located in Mylapore, Chennai, India. The hotel has two units located in Hyderabad, named Walnut Hotel, and in Bangalore, named Lotus Park. The hotel was started as a partnership firm in 1965, when its promoters, A. Venkatakrishna Reddy, M. Ramaraghava Reddy and A. Shyamasundara Reddy, with considerable experience in the real estate and hotel business, acquired land measuring approximately 5,000 sq m in Mylapore, a prime locality in the city, to build a hotel with 20 rooms and a restaurant. In 1969, the promoters established a company under the name 'Savera Hotels Private Limited' to meet the needs of their growing business. In 1971, the partnership concern sold 1,757 sq m of its land to Savera Hotels Private Limited, which subsequently also acquired 4,684 sq m of land around the original hotel. In 1972, when the company started operations, 125 rooms were added to the hotel and the original 20 rooms were converted to build the hotel office and conference rooms. Accessories like the swimming pool were already constructed, an idea which was not common with the hotel industry in the city then. In 1975, Minar Restaurant, an exclusive restaurant serving Moghlai food, was opened. In 1978, Pallavi Theatre, an auditorium with audio-visual facilities and a 35-mm projector was commissioned. In 1982, closed circuit television sets were provided in all the 125 rooms of the hotel. A completely renovated permit room called Bamboo Bar was shifted from the basement to the ground floor in 1985. With the trend shifting from the use of auditoriums to compact conference halls, the Pallavi Theater was completely renovated and converted into a conference hall in 1991. In 1992, Sweet Touch, a pastry shop was started. The partnership concern and the company existed concurrently till 1985, when the partnership was dissolved and Savera Enterprises Limited took over all the assets of the partnership concern. In 2007, the company changed its name from Savera Hotels Ltd to Savera Industries Ltd. Ms. Nina was re designated as the Joint Managing Director of Savera Industries Ltd from 14th February 2013.

1.2 Mrs. Nina Reddy- Living Life Queen Size

Mrs. Nina Reddy is the efficient, well-groomed boss of a popular hotel, a perfect product from which the gift-wrapper has just been peeled off. She is the Executive Director of Savera Industries Limited, Executive Director of O₂ Health Studio, President of The Duchess Club, Contributor to Urban Medical Institute, an adorable wife and a caring mother for two daughters and the list goes on and on. She is one of the most successful business women in Chennai. Reddy had entered her husband's family business in the hospitality industry after marriage and children. She was not professionally trained in the field but she had the confidence to rise up to

Correspondence

S Gayathry
Assistant Professor
SRM B School SRM
University

the occasion. But now, she makes a perfect balance between all her portfolios and at the same time trying to make maximum justice to all the stakeholders.

2.1. Review of Literature

An attempt has been made to review case studies and the work of individual researchers, magazines, journals, articles pertaining to Mrs. Nina Reddy and her efforts to bring her business to the forefront.

Nandhini Parthib (2010) states that the glow on Nina Reddy's face is unmistakable. The question of whether it is from the heat, or good health, is answered when she explains her fitness routine. Reddy, 49, one of the most successful businesswomen in Chennai today, is a fitness junkie. As director of the Savera Group of Hotels, she is certainly completely committed to her work, apart from being a dedicated wife and mother. But she also makes sure nothing ever takes a toll on her health.

Geetha Padmanabhan (2005) mentions that Nina's is hands-on management. She works out for an hour and a half at Bodylyrics, the gym at the hotel frequented by film stars, making sure everything is in order. She doesn't say it, but she might spend similar time at the beauty parlour and the restaurants though her personal mantra is "spinach and lean foods". She is working towards a combo wellness and rehab centre for fitness beyond weight loss and sees Savera as a woman's place.

3.1. Need for the Study

In recent years, the term hospitality has become increasingly popular and may be interpreted in a number of ways whether it is commercial, industrial or public services. Hospitality is important in a business, especially in hotel industry. It directly affects a customer satisfaction and so will affect a business. A customer usually do not frequent a hotel which gives poor and slow services. A good hotel management can also affect a country's image as it tells the quality of a service of a country. It can also improve tourism. Hospitality is the key to success in the tourism industry. The service provider is expected to provide the services exceeding the expectations of the customers. In a world dominated at the executive levels by men, Nina Reddy, the Executive Director of Savera Hotels represents metamorphosis. Reddy has been propelling the hotel into new areas, revamping the image of one of the oldest star properties in Chennai. Despite the lack of formal training in the industry, Reddy has steered Savera through original ventures since 1995, when her active involvement in the hotel began. Hence, this paper makes an attempt to evaluate the efforts of Mrs. Nina in steering Savera to the pinnacle of glory and success.

4.1. Objectives of the Study

- To analyse the reasons behind the accomplishment of Savera
- To evaluate the effectiveness of Mrs. Nina in taking Savera to greater heights
- To appreciate the efforts of Nina for making a mark in a male dominated business.

5.1. Methodology

Information for the study was collected from both Primary and Secondary sources.

5.1.1. Primary Data was collected by interviewing Mrs. Nina Reddy and the employees of Savera Hotels, O₂ Health Studio and The Duchess Club.

5.1.2. Secondary Data was collected from various online sources, books and journals.

5.1.3. Limitation of the Study

- The study is confined only to Mrs. Nina Reddy.

6.1 Savera Hotel- A Complete Transformation

As the Executive Director of Savera Hotels Nina takes care of the day-to-day operations of the hotel which includes

- Front Office
- Food & Beverage
- House-keeping
- Sales & Marketing
- Human Resources
- Corporate Social Responsibility

She also focuses on Research & Development in all product lines to stay competitive. She has evolved trendy and new business lines in fine dining that cater to the changing lifestyle of people. She supports her management team in Advertising & Public Relations and helps them to develop an ideal platform to position our products. She also fosters creativity and nurture great ideas through various corporate initiatives. She is also in the process of positioning Savera Hotel as premium 4 star hotel across geographical spread and also establish some more units of the hotel in other locations. Reddy translated her passion for fitness into concrete reality - Body Lyrics, the hotel's up market health club, was the result of her hard work. From the tastefully decorated interiors to the imported training equipment, Reddy's hands-on involvement in the project is evident.

6.2. O₂ Health Studio-Keep Fit and Stay Fit

Reddy has remained at the forefront of the Chennai exercise circuit, with the launch of O₂, a stand-alone gym which has taken the city by storm with its aerobics and dance classes. She was one of the first ones to start a fitness studio which incorporates the best under one roof.

O₂ Health Studio pioneering in Health & Fitness in Chennai was started on August 2001. The key facilities of O₂ include

- Gym centre
- Dance School
- Aerobics centre
- Physiotherapy

They also offer a number of programmes catering to the health and fitness needs of every individual across the population. Some of their programmes are:

- Regular programmes
- Fast track weight loss programme
- Rapid muscle gain programme
- Wellness programme
- Fitness combo programme
- Silver hairs programme
- Personal training programme
- Rehab programme
- Special population programme
- Junior fitness programme

According to Nina, Exercise is a way of life and being fit and healthy is the only way to live to the fullest extent.

6.3. The Duchess Club-A Social Initiative

Women's issues are also a priority with Reddy. Through Savera hotel Reddy started the Duchess Club on 28th January 2008, a women's forum, which now has over 300 members. The members belong to a cross section of society such as house-wives, entrepreneurs, educationalists, professionals, and many more. The clubs focuses on bringing women from different walks of life and provide them with a platform to enhance and stimulate their intellect and creative abilities, thereby evolving and empowering them. The monthly programs are a healthy mix of mentally stimulating speakers and relaxing too.

The panel members of The Duchess Club include

- Ms.Sivasankari, accomplished Tamil Novelist
- Ms.Suhasini Mani Ratnam, Film Director and a Cine Artist
- Ms. Anita Ratnam Classical and Contemporary Dance Artist
- Ms.Gharyali IAS officer
- Dr. Pritika Chary well known city Neuro physician & surgeon.

The Club organizes meetings with eminent speakers like

- Ms.Sudha Murthy of Infosys Foundation
- Mr.T.N Seshan, Former Chief Election Commissioner
- Ms.Jayanthi Natrajan
- Ms.Kanimozhi
- Style Guru Prasad Bidappa
- Choreographer Shiamak Davar
- Master Chef Sanjeev Kapoor
- Mr.Karen Anand
- Fashion Designer Manish Malhotra
- Padmasri Anupam Kher
- Theatre Artists Bharat Dabholkar, Sanjana Kapoor, Lillite Dubey, Nandita Das etc.

Reddy sees the club as an additional avenue for increasing the client base, as well as fostering the development of women. "We conduct regular meeting where eminent speakers are invited, and hold workshops on personality development, etiquette etc. It goes beyond just cookery classes," says Reddy. She is also ensuring that Savera employs more women, and from the gym manager to the hotel's florist, Reddy has built a rapport with the women staff.

6.4. Road Ahead

Nina is now moving beyond Savera. Under the Nivi banner, she and her husband plan to replicate the restaurant model in other cities. Her next major project is Swades, an ethnic eatery on the ECR. "Women will cook forgotten recipes. The food will be rustic and pure and there will be live demos of crafts. We will source and sell handicrafts. I visualise it as a vibrant place."

Reddy is now in the throes of launching a health food restaurant at Savera, which promises to be first-of-its-kind in Chennai. "The general impression is that health food is insipid. I want to show that it can be exciting as well," she says. With nutritionists on call, the restaurant will offer a range of dishes that can help combat lifestyle diseases. Reddy has selected chefs who can break free from lard-laden cuisine, and be malleable to new ideas. She has already spoken to the premier health clubs in the city to promote the new eat-out with their clients. Another venture that she is spearheading is the billiards club which will soon be inaugurated. "We're giving Savera the stamp of a recreational hotel. We've always been popular for our cuisine. Now we're taking it further,"

says Reddy. Combining good food with the best in health, fitness and recreation, Reddy is taking Savera to new heights.

7.1. Conclusion

Good health, positive attitude, confidence, being practical and a good listener, open minded and honest approach to tackle issues are the strengths of Nina. She is blessed with Loving, supportive husband, beautiful daughters who are totally understanding, inspiring parents and in-laws and of course a large group of friends. Nina reveals her secret of success for staying on top as hard work. She has advice for young women seeking professional careers: "Being connected and believing that what you're doing is right, without wanting or needing to prove anything to people".

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