



Vivanta by Taj

Spicing up Hospitality

The Vivanta, by Taj, unveils a completely new sensory experience, offering adventure, holistic healing and local colour in a complete holiday package





With a brand name that is a takeoff on 'bon vivant', it is to be expected that Vivanta by Taj is the cool luxury brand. Vivanta differentiates itself through its 'sensorial' model, i.e., making sure the guest experiences the hotel in a totally new way, right from the architecture of the property to the aromas used in the public spaces, the music to the menu design and other offerings.

WEDDINGS

Vivanta by Taj knows just what it takes to create an affair to remember. From the engagement to the big day itself and all the little celebrations in between. Their savvy wedding planner will be the go-to guy or gal, and conspire with the happy couple to whip up a celebration that will be the talk of friends and family for years.

From intimate gatherings to traditional ceremonies to extravagant and whimsical themed galas, the Vivanta by Taj team can do it all. Ensuring that the special moment is simply perfect, and leaving the bride and groom free to relax and enjoy the day to the fullest.

A wedding at Vivanta by Taj has it all: banquets especially created for each ceremony, trendy locales, lively entertainment and swanky accommodations for your guests.

At the back end, the function is working to reduce operation costs by monitoring consumption of fuel and materials. "We are looking at alternative sourcing for high-consumption items without compromising on quality," says Mr Singh. "Electricity usage is down and our hotels are using wind, solar and even geothermal energy as sources. People costs are being kept in line by having more non-managers reporting to managers." Vivanta already has an international presence, with hotels in Maldives and Sri Lanka, and it now has Africa in its sights.

GETTING FRESH

Welcome to dining experiences that are always fresh, always surprising and pretty much always as you like them.

They begin by turning the notion of 'mealtime' on its head. After all, the answer to the question 'To feast or not to feast?' should really be entirely up to the customer, shouldn't it? So, their dining potpourri is catered for the customer - schedule, lifestyle, taste. After all, their appetite and mood should be the only things dictating when, on what and where one should feast.

When it comes to the menus themselves, farm fresh veggies and fruits, and meats and specialty ingredients flown in from across the planet are transformed in their kitchens. By international chefs always on the lookout for ways in which to delight and surprise the palette with unique takes on traditional cuisines. They try to keep most preparations on-the-spot, so they can twist them around to customer liking in a jiffy.

The customer may think they know what to expect from these cuisines. And they will not be deprived of traditional favourites - they will just be treated to a lot more besides. European fine dining finds a modern twist at the likes of Graze. Asian specialty restaurants like, say, Tamari, go into 'why not' mood, dishing up small-plate grills and stir-fries that don't exactly fit the "norm".

Here's another notion they pooh-pooh at Vivanta - the one that says anything that's delicious is not healthy. They cater to the need for wellness cuisine by simply opting for healthier cooking styles - like grilling and braising, say - and mediums - like olive oil. Yet, every ounce of yum flavour is left perfectly intact.



CERTITUDES

- Kerala - Vivanta by Taj Malabar, Cochin; Vivanta by Taj - Kumarakom; Vivanta by Taj - Kovalam
- Tamil Nadu - Vivanta by Taj - Connemara and Vivanta by Taj - Fisherman's Cove, Chennai; The Gateway Hotel Pasumalai, Madurai

BEACON OF TOMORROW

- Food and drink from different corners of Asia, the Continent and India is dished up in ambiances that are as delightful as the fare.
- Splashes of colour, rustic touches doing a jig with contemporary motifs, past and present blending in chic modern atmospheres, and distinct music form the backdrop.