



ITC Ltd. is one of India's most dynamic Hospitality chain. The Company's focus is on consolidating its position in the Hospitality business and to increase its presence in major cities with a definitive growth strategy based on uncompromising quality and services. Sensitive to the fast changing global environment and business scenario, the Group already has its own Systems and Standards which are contemporary, Nationally and Internationally, thereby offering the best of Indian Hospitality.

Welcomenviron is a program which defines ITC's commitment to the Environment. The need for maintaining an ecological balance and working towards the goal as a concerned citizen, is high priority at ITC Hotels. Each hotel, thus operates in harmony with nature, and maintains a continuous balance with the eco system. "Reduce, Reuse and Recycle" is the environmental message sent out by every ITC Hotel. The group hopes, that the Hospitality industry, the single largest employer with a host of opinion-makers world wide, will use and advocate the ITC Hotels campaign, "Off Giving Back As Much As It Takes From The Environment", to reach all corners of the world.

Our major Hotels in the chain have already been accredited ISO 14001 certification, while a few other Units, are targeting to get the certification.

Basic Description Of The Company

ITC Limited owns, manages and operates properties under the following distinctive brands:

ITC Limited, is the brand name for a range of super deluxe luxury Hotels in metro locations; WelcomHotels, is the brand name for five star Hotels in Business and Leisure locations; WelcomHeritage includes Palaces, Forts and Havelies while the Fortune Hotels brand, defines accommodation in the mid-level full service segment.

Products & Services

WelcomHotel Rajputana Palace Sheraton provides the largest Five Star Deluxe accommodation in the city of Jaipur and the state Of Rajasthan. Built along the lines of a Haveli, a Noble Man's mansion on a six acre site in the heart of the City, on the rose garden of erstwhile Diwan (Prime Minister) of Jaipur. The Hotel commenced operation in 1st November 1992.

Total Land Area is 24533 CUM and Total Built up area is 20751.21 CUM and The Hotel is operating with 216 rooms. The dining facility includes three different restaurants and banquet facilities which can accommodate more than 500 people. In addition to this we have open out door areas wherein large banquets/marriage parties can be arranged. Other recreational facilities include, Large Swimming Pool with international standards, Billiards Room, Discotheque, Home Theater, Childrens Room, Health Club, Beauty Parlor etc.

Major Markets

The Hotel has association with Starwood Corporation under the brand name Sheraton. Hotel is catering to International and Domestic market. The current business ratio of International, Domestic market is approximately 60:40 % .

Profile Of Employee Base

The hotel has more than 350 staff members who are trained in their respective areas and also in Environment, Health & Safety aspects. Each employee is qualified in their own job trades and in addition to this, the Unit has an on - going Training Program to improve job skills. Also, the Hotel conducts refresher training, to cover all our employees annually on Environment, Health & Safety.

Major Equipment

Equipments/ Facility and Technology used

The Hotel is equipped with latest energy efficient and environmental friendly equipment, catering to the needs of life line services, such as:

Power Supply, Air conditioning, water etc. Our Ac Plants are of Energy efficient Trane Make screw chillers, which use environment friendly refrigerant R134a. Also the hotel has early warning fire detection system and fire fighting system to combat any major disaster. The Hotel has its own system and procedures to handle any major emergency.

In order to comply, our company's Corporate Environment, Health Policy all our equipments/ purchases are based on reducing environmental impacts, to conserve energy and for sustainable development.

Energy Conservation Achievement

Replaced existing cooling tower motors with energy efficient motors



6 heavy aluminium blades of Cooling Towers have been replaced with FRP blades and lighter motors which has reduced the electrical load and also enhanced the efficiency of Cooling Towers.

Replaced existing reciprocating plant with Trane Make Screw Chillers

Existing reciprocating 250 TR AC plant have been replaced with same capacity Trane Make Screw Chillers, which has help us to reducing electrical load from 1KW /TR to 0.6KW/TR. Also the refrigerant used is R134a in place of R22 which is environment friendly and fulfill our commitment to work towards environment friendly products.



E+ Tube Lights + CFL



The existing conventional tube lights have been replaced with E+ Tube lights which are consuming half the electrical units and approximate 500 tube lights have been replaced in the various areas of the hotel, where tube lights are used 24 hours. These tube lights are less maintenance problem and also have better Lux level. The hotel has renovated 88 rooms and Public Area, where all the existing incandescent bulbs and tubes have been replaced with CFL.



VFD For AHU's



All public area AHUs have been replaced with VFD resulting huge quantity of energy reduction.

Main Raw Material used and waste generated

The main raw material are **non- vegetarian** items (Mutton, marine products, poultry products), **vegetarian items** (vegetable & fruits), **groceries** (rice, atta, misc. groceries) and **water**.

Major waste generated are used / left over foods (Bio degradable) , paper items/packing materials and is effluent water. In addition to these minor quantities of debris, iron scrap, is being generated. We have a successful Waste Management System and ETP in place which conforms to State norms.

Hazardous Chemicals

We do not generate any hazardous chemicals. Our ETP sludge has been tested and found non hazardous and is being used as a manure. Our diesel generators are only on stand - by since power situation is reliable in Jaipur. Hence lub oil waste generation is of minimal quantity and is being disposed off to MOEF approved vendors for recycling and Unit had an authorisation from RSPCB for the disposal /storing etc.

Environmentally Sensitive Target In Neighborhood.

Our Hotel is situated in a commercial area and there are no sensitive sites like residential areas, lakes, rivers, water body etc. in the neighborhood. The nearest commercial site is the Railway Station

Critical Business Information

Attributes of utmost importance to targeted customer

Right products and services, which are environment friendly, energy efficient and with safety and security, offered at the right price.

Types and number of supplies of goods and services-

50 suppliers broadly broken up into vegetable/ fruits, groceries, meat, poultry, milk products and contractors for engineering and support services.

Types and number of other partners such as dealers

Our business is mainly through Travel Agents and Event/Conference Management Companies, both within the Country and abroad. .

Specific information related strategic partnership with suppliers / trade partners

We have a tie up with Sheraton Hotels/ Starwood world wide for Marketing & Business Development. Also, we have a tie up with TVB Marketing for Food & Beverage sales promotion. The Sheraton tie up along with ITC LTD. EHS Corporate guidelines mandates us to maintain all National and International standards on Environment, Health & Safety.

Critical Success factors that the organisation has identified as competitive factors.

- Signature cuisine of Diverse regions.
- Product and Services of International Standards.
- Reputation of the Company in Environment, Health & Safety by obtaining the British Safety Council award for the past ten consecutive years, Golden Peacock Environment Management Award 2002, Greentech Environment Gold Award 2002-03, Greentech Safety Award 2002-03, 2003-04 & 2004-05 .
- Training & Development to meet International Standards on Hospitality.

Other information that is important to the organisation

New Hotels incorporating our Philosophy on Environment, Health & Safety enumerated above at various metro locations.

Latest Technology incorporated includes:-

Energy efficient Plants with non CFC gas, Energy Efficient DG sets, Recycled Paper, Herbal chemical Pest Control, Organic Food, Energy Efficient equipment.

MAJOR ENERGY CONSERVATION STEPS TAKEN IN YEAR 2004-2005

In year 2004-2005 Variable Frequency Drives installed in 4 Public Area AHUs



- a. 3Nos Banquet AHUs
- b. 1 Coffee Shop AHU

We targeted the Public Area AHUs being high energy consumption areas and have achieved considerable amount of energy savings.

The total expenditure incurred was : 281000/-

The pay back period is : 2 Years

The energy savings / year : 25000 KWH

i.e. 25000 x 5.46 (Electricity rate)

= **Rs. 136000/Year**