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**INDIA**

**Mumbai restaurant honored for Best Practices**

*Monday, 10.20.2008, 02:49am (GMT-7)*

NEW YORK: Food connoisseurs on the look out for that rare dining experience that includes more than just the food should head to Mumbai on their next visit to India, for a truly 'Out of the Blue' experience.

The allusion here is to 'Out of the Blue', a restaurant nestled in the swanky western Mumbai suburb of Bandra that has recently been featured in the published book - "Exploring Best Practices in the Hospitality Industry in Asia" following a research conducted by Cornell-Nanyang, for Best Practices.

The Cornell-Nanyang Institute for Hospitality Management is an alliance between New York State's venerated Cornell University's School of Hotel Administration and Singapore's prestigious NTU Nanyang Business School. Interestingly, Out of the Blue created a whole new category in the study and is the only one in India and amongst two in Asia - the second one being a restaurant underwater - to be featured.

The Asian Business Case Centre (ABCC), in partnership with Cornell-Nanyang Institute of Hospitality Management, conducted a ground-breaking study on the best practices in the Asian hotel industry. This industry-wide survey identifies and recognizes Best Practice Champions across all segments of the industry in Asia.

'Exploring Best Practices in the Hospitality Industry in Asia' is the fourth book published by the ABCC since 2004 and represents a milestone in case publications. Unlike in the earlier editions where the focus was on the genre of teaching cases used in management training and development, the current case book reports on the findings of a research project that explores best practices in the Asian hospitality industry.

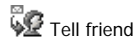
The outcome is a series of short cases designed to bring out the salient features of each best practice with the aim of fostering knowledge sharing and continuous learning among practitioners in the industry in Asia. Out of the Blue is showcased with hotel titans like Radisson, Intercontinental, Sheraton, Shangri-La, Hilton, etc., for its ability to market uniquely its events and promotions to gain footfalls, build customer relationships and improve brand recall.

The Asia Case website also features the restaurant. "We are looking to tie up with upper 4 or 5 Star Hotel chains or individual properties; giving them the Out of the Blue advantage of its marketing strategy and additional footfalls which could tilt the balance between two equal properties," says, Sartaj Bedi, G.M., Out of the Blue.

"There are two additional brands in the group- a buffet restaurant Masalah Mafia, and a bar with contemporary Indian food concept. This citing is prestigious and we are very proud." The Group owns Hotel Pali Hills in Mumbai, a landmark in the area, home to the restaurant brands - Out of the Blue; Olive Bar & Kitchen; the Mediterranean lounge bar and restaurant; and Deliciae, the dessert café.

Bajaj Hotels Pvt. Ltd. runs Palm Beach Hotel, overlooking the Bay of Bengal, with its own private beach, in Vishakapatnam in the southern Indian state of Andhra Pradesh.

**India Post News Service**



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