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MESSAGE

I congratulate the Federation of Hotel & Restaurant Associations of India (FHRAI) on organizing its 56th Annual Convention from 21st to 23rd August 2026 in the historic city of Varanasi.

The convention theme, *"Ananta Kashi: Leading the Future of Tourism through Spirit, Culture, Cuisine, and Craft,"* targets the exact elements that make India a compelling global destination. To stay ahead in the global tourism landscape, the hospitality industry must innovate across service standards, culinary offerings, and experiential tourism. This convention is an excellent forum to curate those future-ready strategies.

I extend my best wishes to FHRAI and all industry stakeholders for an engaging and successful convention.

B. Suman
(Suman Billa)