

“MICE remains a strategic pillar of our business”

With 152 rooms and suites and over 15,000 sq. ft. of flexible banqueting space complemented by expansive lawns and par excellence food and dining options, the renovated Radisson Blu Pune Hinjawadi is creating a niche for its self on Pune hospitality map. In an interaction with the dynamic and forward thinking **Amit Raman, GM, Radisson Blu Pune Hinjawadi** we got quite a few insights. **Excerpts**

How do you position your hotel, especially with competition on the rise?

Firstly its our location – right in the heart of Pune’s bustling IT and business district. Secondly I feel our culinary landscape is a key differentiator. Café Blu, our all-day dining venue, features global cuisine in a vibrant, contemporary setting. The Dragonfly Kitchen & Bar delights guests with bold Pan-Asian flavours, while 5ive The Sky Bar, our rooftop bar with a poolside view, is the ideal destination for sundowners, private parties, or even for a relaxed evening under the stars. Add to this our 15,000 + sq. ft. of indoor and outdoor event space—including grand ballrooms, flexible breakout rooms, and expansive lawn making us the perfect option.

In short I can say we are more than just a hotel as we strive to be a complete lifestyle destination—serving both business and leisure travellers with our personalised service, and a warm approach.



How do you and your team cater to expectations of the new gen customers?

Today’s new-gen travellers—Millennials and Gen Z—seek experiences that are authentic, digital-first, and socially conscious. According to McKinsey, they will form over 50% of all global consumers by 2030. We’ve embraced this shift through smart room technologies, digital check-ins, and curated F&B options featuring organic, sustainable ingredients. Our culinary offerings are flexible, catering to wellness-conscious and global palates.

We host experiential events—from live music to pop-up brunches—designed to be immersive and social media-friendly. With over 40% YoY growth in digital engagement, our vibrant online presence reflects the dynamic spirit of our guests.

How important is MICE?

MICE remains a strategic pillar of our business, contributing significantly to occupancy and revenue streams. As I mentioned with our 15,000+ sq. ft. of banqueting space we are able to cater to

everything from boardroom meetings and AGMs to lifestyle expos and destination weddings.

The global MICE market is projected to reach \$1.44 trillion by 2025 (Allied Market Research), and India is emerging as a key player. Pune, with its rising corporate footprint, is at the forefront. Our property is uniquely positioned with end-to-end planning support, high-tech infrastructure, and award-winning F&B offerings.

We’re seeing increased demand for hybrid events, wellness-based conferences, and curated delegate experiences. Backed by a skilled events team and strong repeat clientele, we ensure seamless execution, no matter the scale. For corporates, we’re not just a venue—we’re a partner in delivering impactful events.

What about sustainable practices in your hotel?

Sustainability is deeply embedded into our operational DNA. As part of Radisson Hotel Group’s global pathway to net positive hospitality, we’ve implemented impactful green initiatives under our Green Earth Program—aligning luxury with environmental responsibility.

We source 60% of our electricity from wind energy and are progressing toward 80% solar integration. Our in-house Alkaline Mineralized Water Bottling Plant and glass bottling system significantly reduce plastic waste. We’ve replaced chlorine with ozone treatment in our pool and STP, installed motion-sensor LED lighting, and introduced EV charging stations to support clean mobility.

With rainwater harvesting, STP-treated water for landscaping, and advanced air scrubbers, our eco-engineering minimizes environmental impact. We use green-certified cleaning products (36% Eco-Label), and our Zero Waste Kitchen focuses on composting and food donations.

Looking ahead, what strategic priorities and initiatives are in pipeline?

Our strategic vision is anchored in innovation, thoughtful expansion, and enhancing guest experiences. By year-end, we’re adding 24 new opulent suites to meet rising demand for premium stays. We’re also launching a community kitchen concept, tailored for long-stay guests including corporates and medical travellers—fostering convenience, well-being, and local culinary collaborations through food pop-ups and workshops.

Strengthening our social and leisure segments remains a key focus. We aim to elevate our wedding offerings in line with Radisson Hotel Group’s strong nationwide presence in the segment.

