

Mrs. Binny Choudhary

Name : Mrs. Binny Choudhary

Date of Birth : 26th January

Designation : Managing Director

Name of the Hotel : Hotel Jewel's, Karnal (Haryana).

Inherited / Partly Inherited/
Own Created Business : **Own Created, First Generation
Woman Entrepreneur**

Year in which company Brand started : 1994.

Name & No. of Hotels/Restaurant/
Brands to the credit. : Hotel Jewel's, & Hotel Noor Mahal

If inherited / Partly inherited, propertie
/ Brands created after assuming charge. : No Inheritance. First Generation efforts
by Lady with her husband.

Year in which applicant took
charge or control. : 1994.

She has won the award of "Entrepreneur Award-2004" at all India Level presented by "Federation of Hotel & Restaurant Associations of India".

Major Milestones:

- Created and set up the quality 5 Star Hotel within 2 years.
- Active in Industry & Social Service Causes like District Red Cross Society.
- Hotel Jewel's was the first independent Hotel in Haryana to use IT for innovative marketing and operational areas including K.O.T. Printing, Guest History Cards, Special Privilege Cards, Communication with Guests on Birthday and Anniversaries, Cost Control with micro level ingredient and cost calculation through fully Computerized system, Menu Engineering etc.
- Organising frequent Food Festivals on a regular basis for marketing and revenue enhancement. The latest being Kashmiri Food Festival in February, 2005.
- First time started in the City of Karnal "Chef of the City" Cooking Competition at Karnal. This is a Annual Competition.
- Pioneer in starting the Home Delivery System in Karnal.