

Sterling Holidays Launches New Property in Guruvayur

Mumbai, September 2nd, 2019: Sterling Holidays, India's leading experiential holiday brand, has announced the launch of its new property in Guruvayur, Kerala, which is set to welcome guests on Monday, September 2, 2019. The launch comes after Sterling's big announcement on expanding its footprint, through a 6-resort launch, pan-India, in the coming months.

Strategically positioned in proximity to the famous 5000 year old Sri Krishna temple in Guruvayur, this property will enhance the experience of pilgrims, while also serving as a perfect getaway from the city hustle. The temple is also renowned for its traditional weddings, 'annaprasanam' ceremony (first solid meal for a child), and it is believed that couples who tie the knot here are forever blessed by Lord Vishnu. The temple is also famous for its 'thulabharam' ceremony, which is a symbol of one's offering to the Lord represented with items equal to his or her weight.

The property marks its niche by being the first national chain of hotels to open in Guruvayur. It is located at a short distance from the Guruvayur temple and offers a 24 hour check-in and check-out facility, specifically to cater to the comfort of the families and pilgrim groups that travel to Guruvayur. The property is also designed to accommodate the needs of differently-abled guests.

The resort features 71 well-appointed guest rooms, in Classic and Premier Categories. The property consists of a spacious open wedding hall that can accommodate upto 300 people, along with a business centre on the premises. In addition, the property also has a pure vegetarian restaurant and is capable of delivering authentic local cuisine and the famous 'Sadhya.'

Sterling aims at providing the ultimate Guruvayur experience, and thus, boasts of a multitude of recreational activities in and around the resort as well as pilgrim visits to the famous Mammiyur Mahadev Temple and the Elephant Camp Sanctuary, besides a relaxing day by the Chavakkad beach and an intriguing visit to the Mural Art Institute, just minutes away from the resort.

On the occasion of the Sterling Guruvayur Resort launch, **Mr. Ramesh Ramanathan, Chairman and Managing Director, Sterling Holidays, said,** *"In line with our aim of establishing ourselves across pure holiday, heritage, pilgrim, & drive-to destinations throughout the country, we are launching Sterling Guruvayur, as a pilgrim destination. The property is situated centrally in this beautiful pilgrimage town and is our attempt to bring in new forms of experiential tourism in India. Through this, we are hopeful of reaching out to pilgrims and enhancing their travel experience. We look forward to welcoming our guests for a comfortable and relaxing stay at Sterling Guruvayur"*

Mr. Jose Mathew, Chairman, EVM Motels Pvt. Ltd., commented, *“We are delighted to start our relationship with Brand Sterling, with the opening of the Sterling Guruvayur. We have successfully brought in a national chain to Guruvayur, for the first time. We are confident that this relationship will effectively grow to many more locations in Kerala.”*

About Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India which has been delivering great holidays to Indians since 1986. The company pioneered Vacation Ownership in India and has a network of resorts at some of the best holiday destinations in India. Currently, Sterling has 36 resorts located in Agra, Anaikatti, Corbett, Dabhosa, Daman, Darjeeling, Dindi, Dharamshala, Durshet, Gangtok, Goa, Guruvayur, Jaipur, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Manali, Mount Abu, Munnar, Mussoorie, Mysore, Nainital, Ooty, Puri, Sajan, Sariska, Shirdi, Thekkady, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' - an adventure holiday company that operates resorts at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services company. TCIL is a part of Fairfax Financial Holdings Limited, a \$43 billion global investment and insurance holding company, headquartered in Toronto, Canada.