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Sterling Holiday to add 800-1K rooms

Sterling Holiday Resorts is looking at adding 800 to 1,000 rooms to its inventory across the country by the end of next financial year, its MD Ramesh Ramanathan said. The company has around 2,400 rooms across 33 resorts. These rooms will be in up to 16 resorts across India. The company will follow an asset-light model and “we are actively looking for partners across the country in holiday locations”, he said.