

STERLING HOLIDAYS ANNOUNCES LAUNCH OF HOTEL ON THE MALL ROAD IN SHIMLA

STERLING LEGACY SHIMLA

- ✓ It marks Sterling's 4th property in Himachal Pradesh and 9th in the Himalayas.
- ✓ Located on Mall Road in Shimla, offering exceptional views.

05 May 2023: Sterling Holiday Resorts a leading leisure hospitality brand, with its presence across hills, beaches, jungles, waterfront, heritage, pilgrimage, adventure, and drive-to destinations, announces the launch of its 41st property, Sterling Legacy Shimla, in the queen of hill stations, Shimla.

Ideally located in the heart of Shimla's famous Mall Road, the hotel serves as a base for travellers who would love to experience the vibrancy and colonial charm of the former British summer capital. All important sights are within easy walking distance – The Mall Road: a bustling hub of activity and the main shopping area dating back to the colonial era, The Ridge: which offers stunning views of the surrounding mountains, and the many historic buildings and quaint churches that dot the town. Besides these attractions, Shimla's viewpoints offer breathtaking panoramic vistas of the surrounding mountains and valleys.

What sets the property apart is its rich history. Bridgeview Estate, the property where Sterling Legacy Shimla is located, holds the distinction of being the first to receive a "Khata" registration by the British government in Shimla in 1842, making it an integral part of Shimla's legacy.

Sterling Legacy Shimla is an exquisite upscale hotel with 26 spacious contemporary rooms. The property's stunning architecture features Dhajji-style walls crafted from locally sourced limestone and a wood mix, creating a warm and inviting atmosphere that is both charming and elegant.

At the hotel, guests can savour a range of culinary delights, from global favourites to authentic Himachali cuisine, at 'Shimla Zero One,' the on-site multi-cuisine restaurant. The restaurant offers a cosy dining area, with plush seating arrangements and a delectable menu to suit all palates.

Sterling Legacy Shimla forms a circuit with Sterling Kufri and Sterling Shivalik Chail, offering guests the choice of a bouquet of experiences – a hotel in the midst of a prime upmarket location in Shimla, a full-service resort for an indulgent holiday at Kufri and a nature retreat to enjoy the fantastic views of the Shivalik valley at Chail.

Speaking on the inauguration of the property, Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts said, "We are happy to be collaborating once again with The Ras Resorts and are thrilled to unveil Sterling Legacy Shimla, our 41st property located in this popular holiday destination of the country. We now have 4 properties in Himachal Pradesh and are planning to expand with more destinations in this beautiful state."

Speaking on the occasion, Mr. Saurabh Malhotra, Director of The Ras Resorts said, "We are delighted to have our property – The Legacy Shimla, become part of the Sterling bouquet of resorts. We are confident that Sterling with their exceptional hospitality and service levels, will add to the legacy of our hotel."

Mr. Rishub Malhotra, Director of The Ras Resorts said, "We are thrilled to further strengthen our partnership with Sterling Holidays and are sure that they will make our hotel a resounding success with their strong systems and processes and the fantastic reach through their extensive distribution network."

Sterling Legacy Shimla is currently open for bookings on – www.sterlingholidays.com

ABOUT STERLING HOLIDAY RESORTS LTD.

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India offering a choice of resorts, hotels and retreats. Sterling has a unique hybrid model of business aimed at varied customer segments: with a FIT or hotel vertical and a membership vertical. It also caters to Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company caters to various holiday needs with a resort network across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Corbett, Chail, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Pench, Puri, Rishikesh, Sajan, Sariska, Srinagar, Thekkady, Tiruvannamalai, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates retreats at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed wholly owned subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services.
