



STERLING HOLIDAYS SUPPORTS MAINTENANCE OF LAKE KODAIKANAL GROUNDS

Clean Up Crew To Maintain Grounds Around Lake Through the Day

KODAIKANAL, DECEMBER 1, 2017: The district administration of Dindigul and Kodaikanal Municipality today launched a program for keeping Lake Kodaikanal grounds free of garbage with the support of Sterling Holidays at an event here today in the presence of Mr T G Vinay, Dindigul District Collector, Mr. Saravanan, Commissioner of Kodaikanal Municipality and Mr Ramesh Ramanathan, Managing Director, Sterling Holidays.

A team would be deployed through the day to sweep the entire area of the lake and surrounding areas to collect and dispose waste material. Sterling Holidays has appointed a firm to clean and maintain the area of the lake but also the open areas, roads and grounds within the boundary of Lake Kodaikanal.

Speaking on the initiative, **Mr. Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts,** said, "Sterling Holidays has a long association with Kodaikanal and as citizens of this charming hill station, we are duty bound to assist in the upkeep of Lake Kodaikanal. We are delighted that the district and municipal authorities have accepted our proposal to keep the surroundings of the Lake garbage free. We hope this will help tourists enjoy their time around the Lake and it continues to delight all visitors."

Speaking on the initiative, **Mr. T.G. Vinay - District collector Dindigul** stated, "We constantly strive to improve the waste management in the city and our support in this clean up drive is in continuation of that effort. We applaud the efforts taken by Sterling Holidays in creating awareness about this issue and in implementing ground level remedial actions. We are confident that this initiative will be a key model in the preservation of the grounds around Kodaikanal Lake, ensuring that the lake continues to be a significant landmark in Kodaikanal.

Speaking on the initiative, **Mr. Saravanan - Commissioner of Kodaikanal Municipality** said, "Kodaikanal Lake is one of the most prestigious tourist attractions of the city. The accumulated waste in the surrounding area of the lake is a critical environmental issue which needs to be resolved to ensure sustainability. Maintaining the ecosystem of the lake is of utmost priority to us and we thank Sterling Holidays in joining our effort in cleaning up the grounds around Kodaikanal Lake.

Known as the "Princess of Hill Stations," Lake Kodaikanal is a major tourist destination, with visitors arriving at for boating, shopping and other activities around the lake. The consequent accumulation of garbage due to human activity has been a growing problem despite the best efforts of the Municipality and NGOs. Sterling Holidays has, therefore, stepped in to support the efforts by appointing HANEE facility management services to keep the area clean.

The Municipality will be supporting the effort by providing litter bins and vehicles to clear garbage collected. Sterling Holidays would ensure, through its appointed vendor, deployment of adequate manpower, provision of uniforms and cleaning supplies and equipment.



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 29 resorts located in Agra, Anaikatti, Corbett, Daman, Darjeeling, Dindi, Dharamshala, Gangtok, Goa, Kanha, Karwar, Kodaikanal, Kufri, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sariska, Shirdi, Thekkady, Wayanad, Yelagiri and Yercaud. The company also has 14 additional sites where it plans to add new resorts in the coming years. 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 \$36.1 billion global investment and insurance holding company, headquartered in Toronto, Canada.

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