

Sterling Holiday Resorts to open its 34th resort in Jaipur

Rajasthan, August 20, 2018: Sterling Holiday Resorts Limited, India's leading leisure hospitality and Holiday Company, is all set to launch its latest resort in Jaipur. With this launch, Sterling now has increased its holiday network to 34 resorts across the country. This is Sterling's second property in Rajasthan, underlining the importance it gives to expansion in India's foremost tourist destination.

Sterling Holiday Resorts Ltd has signed a management agreement with Atharva Hotels and Resorts for "Sterling Jaipur".

Located on the Jaipur-Ajmer NH-8, Sterling Jaipur is surrounded by sprawling greens, away from the hustle-bustle of the city. The resort is spread across 6 acres of land and is divided into two wings: the Palace and Cottage wings. The architecture is inspired by the world famous Rajasthani art and architecture. There are 45 spacious and luxurious rooms in the resort.

Speaking on this occasion, Mr. Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts Limited stated, "In line with our strategy of establishing our presence across holiday destinations throughout the country, we are launching Sterling Jaipur, shortly. Rajasthan is at the heart of cultural experiences and attracts tourists from different parts of the world. This resort will further bolster "Brand Sterling" in providing experiential and immersive holidays to its guests."

Commenting on this Partnership **Mr. NBS Raathore, Partner Atharva Hotel & Resorts** said "We are delighted to work with Sterling and we believe "Brand Sterling" brings immense leisure hospitality expertise, and with this launch we look forward to establishing Sterling Jaipur as a premier resort."

The resort offers extensive recreational and meeting facilities, which include a conference hall, 3 spacious lawns for banquet and weddings facilities, spa and swimming pool, two restaurants which serve delectable world cuisine and authentic local delicacies, and a well-stocked roof top resto-bar. For travellers on the go, there is Wi-Fi, car rental service, conference facilities and more.

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 34 resorts located in Agra, Anaikatti, Corbett, Dabhosa, Daman, Darjeeling, Dindi, Dharamshala, Durshet, Gangtok, Goa, Jaipur, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sajan, 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 \$43 billion global investment and insurance holding company, headquartered in Toronto, Canada.

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