

Press Release



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For Immediate Release

Sterling Holiday Resorts reports 106% growth

Highlights of Q2 FY13 Results:

- Total Operating Income for the quarter rose to INR 262 million, up 106% from the corresponding quarter of the previous year
 - Total Income from Sales of Vacation Ownership Plans rose to INR 146 million, an increase of 224%

Sterling Holiday Resorts (India) Limited (STERLINH), India's leading Vacation Ownership & Leisure Hospitality company, today, announced its results for the quarter ending September 30, 2012.

The quarterly Total Operating Income of the Company was reported as INR 262 million, as compared to INR 127 million for the same period of the previous fiscal, representing a 106% growth.

The Company witnessed significant growth in its core business of Vacation Ownership with Sales increasing to INR 146 million from INR 45 million, a 224% growth over the same period last year. The growth achieved is particularly significant in the backdrop of an economic slowdown. EBITDA is negative at INR 55 million in Q2 primarily due to a strategic decision to increase marketing spends which offset a reduction in overhead expenses, achieved by supply chain efficiencies."

During the quarter, the Company has added new resorts in Gangtok, Yelagiri and North Goa, thereby adding to its inventory.

Commenting on the results, **Mr. Siddharth Mehta, Chairman, Sterling Holidays**, said, "The Q2 results are indicative of the strong growth trajectory of Sterling. The results are particularly encouraging if you look at half-yearly Total Operating Income which has risen to INR 579 million, representing a 85% increase over the corresponding period last year. The increased expenses in Employee and Marketing costs in the quarter are part of the long term strategy of building the core team and the Sterling brand."

Mr. Ramesh Ramanathan, Managing Director, Sterling Holidays added, "The Company has made substantial progress in scaling up its operations. Post the renovation of two of our resorts in Kodaikanal and Munnar, we have been receiving highly favourable reviews from members and guests. Currently, the renovation of Fern Hill, our flagship resort in Ooty, is well under way. We are also working on renovating all our other resorts in a phased manner. Over the next few months, we will also see an expansion of our footprint with the addition of Daman and increased inventory in Gangtok, Goa and Yelagiri."



About Sterling Holiday Resorts (India) Limited

Sterling Holiday Resorts (India) Limited is a pioneer in Vacation Ownership and a leading Leisure Hospitality company in India. Sterling was incorporated in 1986 with the vision of delivering Great Holiday experiences to Indian Families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling has 18 resorts located in Corbett, Darjeeling, Gangtok, Goa, Karwar, Kodaikanal, Lonavala, Manali, Munnar, Mussoorie, Ooty, Puri, Thekkady, Yelagiri and Yercaud. The company also has 15 additional sites where it plans to add new resorts in the coming years.

For more do visit: www.sterlingholidays.com

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