



STERLING HOLIDAY RESORTS (INDIA) LIMITED

Regd. Off.: No.163, TTK Road, Alwarpet, Chennai - 600 018

UNAUDITED FINANCIAL RESULTS (STAND ALONE) FOR THE THIRD QUARTER ENDED 31-12-2009

(Rs. In Crores)

SL. No.	Particulars	Unaudited				Audited
		Quarter ended	Quarter ended	9 Months ended	9 Months ended	Year
		31-12-2009	31-12-2008	31-12-2009	31-12-2008	ended
		(1)	(2)	(3)	(4)	(5)
1	Net Sales / Income from operations	7.41	7.37	22.68	23.60	31.02
2	Other Income	0.43	0.47	3.96	7.29	15.90
3	Total Expenditure					
	a) Consumption of food & beverages/products	0.85	0.57	2.50	2.10	3.79
	b) Staff Cost	2.64	4.25	6.93	8.78	12.36
	c) Other Expenditure	4.34	4.14	15.27	21.06	39.74
4	Interest	0.21	0.43	1.34	1.54	2.84
5	Depreciation	0.81	1.02	2.42	3.48	4.48
6	Profit (+) / Loss (-) Before Exceptional items (1+2-3-4-5)	(1.01)	(2.57)	(1.82)	(6.08)	(16.29)
7	Exceptional Items (Amortisation of Deferred Stock Compensation Cost)	-	-	-	5.38	5.38
8	Profit (+) / Loss (-) before Tax	(1.01)	(2.57)	(1.82)	(11.46)	(21.67)
9	Provision for Fringe Benefit Tax	-	0.10	-	0.29	0.15
10	Net Profit (+) / Loss (-) : (8-9)	(1.01)	(2.67)	(1.82)	(11.75)	(21.82)
11	Paid-up Equity Share Capital - (Face Value of Rs.10/- each)	41.93	27.84	41.93	27.84	32.40
12	Reserves Excluding Revaluation Reserve (As per Balance Sheet of Previous accounting year) to be given in column (4)	-	-	-	-	99.86
13	Debit Balance in Profit & Loss Account	-	-	-	-	164.06
14	Basic and diluted EPS for the period, for the year to date and for the previous year (not to be annualised) (in Rupees)					
	- Basic	(0.24)	(0.96)	(0.43)	(4.22)	(4.12)
	- Diluted	(0.21)	(0.96)	(0.21)	(4.22)	(3.78)
15	Aggregate of public shareholding					
	- Number of shares	35,398,311	20,808,219	35,398,311	20,808,219	25,671,811
	- Percentage of shareholding	84.43	74.75	84.43	74.75	79.23
16	Promoters and Promoter Group Shareholding					
	a. Pledged / Encumbered					
	- Number of Shares	2,600,300	3,467,800	2,600,300	3,467,800	3,167,800
	- Percentage of shares (as a % of the total shareholding of the promoter and promoter group)	39.82	49.33	39.82	49.33	47.07
	- Percentage of shares (as a % of the total shareholding of the Company)	6.20	12.46	6.20	12.46	9.78
	b. Non-encumbered					
	- Number of Shares	3,929,974	3,562,574	3,929,974	3,562,574	3,562,474
	- Percentage of shares (as a % of the total shareholding of the promoter and promoter group)	60.18	50.67	60.18	50.67	52.93
	- Percentage of shares (as a % of the total shareholding of the Company)	9.37	12.80	9.37	12.80	10.99

- Note: 1. The above results have been recommended by the Audit Committee and approved and taken on record by the Board of Directors of the Company at their meeting held on 29-01-2010.
2. The timing differences relate mainly to depreciation and carry forward losses for the period upto 31-12-2009, resulting in a net deferred tax asset. As a prudent policy the said deferred tax is recognised, in view of non existence of virtual certainty of future taxable profits.
- 3. Status of investor grievances for the quarter ended 31st December 2009.**
No. of Complaints pending at the beginning - 2; Received during the quarter - 5 and disposed during the quarter - 7
4. Pledged/encumbered promoters and promoters group share holding includes 2,99,800 shares which are pledged by the promoters as security to the Financial Institution is now in the process of being dematerialisation. The settlement with the Financial Institution is under process and these shares will get transferred back to the promoters.
5. The result of the subsidiaries will be consolidated at the year end.
6. Previous year figures have been regrouped wherever necessary.

SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED UNDER CLAUSE 41 OF THE LISTING AGREEMENT

(Rs. In Crores)

SL. No.	Particulars	Unaudited				Audited
		Quarter ended	Quarter ended	9 Months ended	9 Months ended	Year
		31-12-2009	31-12-2008	31-12-2009	31-12-2008	ended 31-03-2009
		(1)	(2)	(3)	(4)	(5)
1	Segment Revenue					
	Time Share Sales & Others	2.07	1.73	5.49	5.82	7.58
	Resorts & Hotel Sales	5.34	5.64	17.19	17.78	23.44
	NET SALES / INCOME FROM OPERATIONS	7.41	7.37	22.68	23.60	31.02
2	Segment Results (Profit (+) / Loss (-) before interest & Tax from each segment)					
	Time Share Results	(0.96)	(2.88)	(6.27)	(14.54)	(32.76)
	Resorts & Hotels Results	(0.27)	0.09	1.83	2.69	3.40
	TOTAL	(1.23)	(2.78)	(4.44)	(11.84)	(29.36)
	Less:					
	Interest	0.21	0.43	1.34	1.54	2.84
	Amortisation of deferred Stock Compensation Cost	-	-	-	5.38	5.38
	Other unallocable expenditure net of unallocable income	(0.43)	(0.64)	(3.96)	(7.29)	(15.90)
	TOTAL PROFIT (LOSS) BEFORE TAX	(1.01)	(2.57)	(1.82)	(11.46)	(21.68)
3	CAPITAL EMPLOYED					
	(Segment Assets - Segment Liabilities)					
	Time Share Division	172.64	146.74	172.64	146.74	151.31
	Resorts & Hotels Division	57.55	48.91	57.55	48.91	50.44

Place : Chennai
Date : 29-01-2010

for and on behalf of the Board
S.SIDHARTH SHANKAR
Joint-Managing Director