



STERLING HOLIDAY RESORTS (INDIA) LTD

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

UNAUDITED FINANCIAL RESULTS (STAND ALONE) FOR THE FIRST QUARTER ENDED 30-06-2011

(Rs. in Lakhs)

Sl. No.	PARTICULARS	Unaudited		Audited
		Quarter ended 30.06.2011	Quarter ended 30.06.2010	Year ended 31.03.2011
		(1)	(2)	(3)
1	(a) Net Sales / Income from operations	1,608.14	1,014.00	3,865.64
2	(b) Other Operating Income			
2	Expenditure			
	(a) Consumption of food & beverages/products	169.68	152.00	490.77
	(b) Employee Cost	570.82	271.00	1,746.57
	(c) Depreciation	104.44	96.00	425.75
	(d) Other Expenditure	1,132.32	652.00	3,018.75
	(e) Total	1,977.26	1,171.00	5,681.84
3	Profit/(Loss) from Operations before Other Income, Interest and Exceptional Items (1-2)	(369.12)	(157.00)	(1,816.20)
4	Other Income	15.90	15.00	70.86
5	Profit/(Loss) before Interest and Exceptional Items (3-4)	(353.22)	(142.00)	(1,745.34)
6	Interest	131.83	10.00	222.89
7	Profit after Interest but before Exceptional Items (5-6)	(485.05)	(152.00)	(1,968.23)
8	Exceptional Items			
	(a) Amortisation of Deferred Stock Compensation Cost		32.00	586.86
	(b) Other Exceptional items	-	-	429.03
9	Profit/(Loss) from Ordinary Activities before tax (7-8)	(485.05)	(184.00)	(2,984.13)
10	Tax expense	-	-	19.75
11	Net Profit/(Loss) from Ordinary activity after tax (9-10)	(485.05)	(184.00)	(3,003.88)
12	Extraordinary Items (Net of Tax expenses)	-	-	-
13	Net Loss for the Period (11-12)	(485.05)	(184.00)	(3,003.88)
14	Paid-up Equity Share Capital	4,892.86	4,579.76	4,892.86
	- (Face Value of Rs.10/- each)			
15	Reserves Excluding Revaluation Reserve (As per Balance Sheet of Previous accounting year)	-	-	14,347.95
16	Earnings per share (EPS)			
	(a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualised) (in Rupees)			
	- Basic	(0.99)	(0.40)	(5.43)
	- Diluted	(0.99)	(0.35)	(6.33)
	(b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualised) (in Rupees)			
	- Basic	(0.99)	(0.40)	(5.43)
	- Diluted	(0.99)	(0.35)	(6.33)
17	Public shareholding			
	- Number of shares	41,710,911	37,482,311	41,710,911
	- Percentage of shareholding	85.25	81.84	85.25
18	Promoters and Promoter Group Shareholding			
	(a) Pledged / Encumbered			
	- Number of Shares	-	3,730,300	-
	- Percentage of shares (as a % of the total shareholding of the promoter and promoter group)	-	44.86	-
	- Percentage of shares (as a % of the total shareholding of the Company)	-	8.15	-
	(b) Non-encumbered			
	- Number of Shares	7,217,674	4,584,974	7,217,674
	- Percentage of shares (as a % of the total shareholding of the promoter and promoter group)	100.00	55.14	100.00
	- Percentage of shares (as a % of the total shareholding of the Company)	14.75	10.01	14.75

Note:

- 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 13-08-2011. The Statutory Auditors have carried out a Limited review of the above Financial Results.
- Status of investor grievances for the quarter ended 30th June, 2011. No. of Complaints pending at the beginning - Nil; Received and disposed during the quarter - 1
- The results of the Subsidiaries will be consolidated and published on finalisation of Audit.
- The Company's main business is Time Share. As such there are no separate reportable segment as per the Accounting Standard on segment reporting (AS17) issued by the Institute of Chartered Accountants of India.
- Previous year figures have been regrouped wherever necessary.

for and on behalf of the Board

Place : Chennai
Date : 13.08.2011

RAMESH RAMANATHAN
MANAGING DIRECTOR