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Sterling Holidays to offer full travel cover; ties up with Digit Insurance

GARIMA SINGH
New Delhi, May 31

Hospitality company Sterling Holidays plans to come out with a travel insurance scheme for its customers from June 4.

The scheme, will cover door-to-door holiday insurance from departure to arrival; it was to have been rolled out in April or May.

"Companies in India do not offer comprehensive insurance to customers. So, this scheme will cover for mishap as also for lost or missed baggage. The aim is to cover the customer for the entire trip," said Ramesh Ramanathan, Managing Director, Sterling Holiday. The launch got delayed due to backend work and testing, he said.

Now, members as well as non-members can get the benefit of this plan. The firm has tied up with Digit



Ramesh Ramanathan, MD, Sterling Holidays KAMAL NARANG

Insurance, a part of the Fairfax group.

Expanding horizon
The hospitality firm plans to expand to Rajasthan, Coorg, and Port Blair.

The company is keen on Varanasi, too, set where it sees a great potential.

"One of the oldest cities in the world, it (Varanasi)

has heritage, history and is also attracting lot of visitors both Indians as well as foreigners.

Also, in the last three years, a lot of focus is being given on its cleaning up," said Ramanathan.

Road Ahead
The holiday company plans to double its inventory from 2,200 to 4,500 rooms in three-four years.

It also aims to increase the number of resorts to over 50.

"We plan to achieve this target by leasing resorts and doing management contracts. As Sterling Holidays also has almost 250 acres of land across the country, we plan to build our own resorts.

"So, it is going to be a combination of two-three methods," said Ramanathan.