

Sterling Holiday Resorts Unveils Sterling Pushkar Its Fourth Resort in Rajasthan

- Ideally located for holidayers, very close to the Brahma Temple and the Pushkar Lake
- Adjacent to the camel safaris and sand dune rides
- Ideal for business conferences and weddings with 2 halls and a huge lawn.

Jaipur, Rajasthan - January 18, 2024 - Sterling Holiday Resorts, one of India's leading hospitality brands announces the opening of Sterling Pushkar. The hotel epitomises a perfect fusion of modern amenities & facilities with authentic Rajasthani charm, all with the warmth of Sterling's hospitality, promising guests an unparalleled experience amidst serene landscapes and cultural richness.

Situated at the heart of the historic temple town of Pushkar, the hotel is ideally located within walking distance of the 8th century Brahma Temple as well as the sacred Pushkar Lake. The hotel is adjacent to the starting point of the camel safari and the sand dune rides. The holy site of the Savitri Mata temple located on a hillock is also easily accessible through a ropeway that is at a stone's throw distance from the hotel.

Sterling Pushkar offers 35 rooms that are spacious, with modern amenities and with glass window walls that give the guest amazing views of the Aravalli mountains. The in-house restaurant 'The Hub' – offers vegetarian fare that includes Indian & International favourites as well as Rajasthani delicacies. With 2 banquet halls and a 32,000 sq.ft. lawn, the hotel is an venue to host conferences and weddings.

The hotel becomes a focal point during the International Pushkar Fair/Mela, which attracts diverse visitors from across the globe. The world's largest camel fair not only showcases camels in beauty contests and races, it is also an occasion for audiences to explore local flavours and shop for traditional clothing. People from all across the country also travel to Pushkar through the year for an immersive spiritual experience. Pushkar is a revered spot for several Hindu ceremonies such as 'pind daan' and the 'Kartik Purnima'.

The hotel marks the brand's fourth property in Rajasthan. Visitors can make a circuit of Sterling Pushkar, Sterling Jaisingharh Udaipur / Sterling Balicha Udaipur and Sterling Mount Abu – to get a rounded exposure to the tapestry of what Rajasthan has to offer – Royal retreats, hill stations and cultural & spiritual destinations.

Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts, shared his excitement about the launch, saying, "Rajasthan is a key holiday market and is strategically significant to our growth in this region. This is our 4th resort in the state with more to come in the near future. We look forward to establishing Sterling Pushkar as the ideal choice for holiday & spiritual travel and weddings & conferences."

Mr. Adarsh Kumar Agrawal, Managing Director, Nu-Horizen Hotels Pvt. Ltd. expressed, "We are excited with the announcement of the launch of Sterling Pushkar. Our hotel gives a tastefully designed experience that complements the rich culture of this iconic destination.



With the strength of Sterling's presence in leisure destinations across the country and with their pan-India sales & distribution network, we believe this will be a perfect association."

Mr. Dipinder Benjamin, CEO, Morpho Hotels & Resorts, said, "We are delighted to have associated with Sterling – as a leading hospitality brand – and look forward to more such associations in the near future."

Sterling Pushkar by Nu-Horizen and Morpho Hotels and Resorts. For more information and bookings, log on to www.sterlingholidays.com

About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India offering a choice of resorts, hotels and retreats. Sterling has a unique hybrid model of business aimed at varied customer segments: with a FIT or hotel vertical and a membership vertical. It also caters to Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company caters to various holiday needs with a resort network across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Athirappilly, Corbett, Chail, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Rishikesh, Sajan, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Udaipur, Vythiri, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates retreats at four unique destinations in Maharashtra. Sterling Holiday Resorts Limited is a 100% independently managed wholly owned subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel-related financial services.
