

## **Sterling Holiday Resorts launches India's first Comprehensive Holiday Insurance**

*Insurance covers 9 key benefits, claims settlement in 48 hours*

**Chennai, June 11, 2018:** Sterling Holiday Resorts Limited, India's leading leisure hospitality and holiday company, has launched India's first comprehensive holiday insurance for all Sterling Guests. The insurance provides cover for trip cancellation, personal accident, emergency accident related treatment, legal liability, misplaced luggage, delayed and missed flights and more. This comprehensive holiday insurance is powered by Digit Insurance, a Fairfax company.

According to Mr. Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts, "The comprehensive holiday insurance ensures a worry-free holiday experience. We want our guests to enjoy the unique experiences at our resorts and destinations without any travel-related stress. This is the first time when a holiday company is offering a door to door cover. The insurance offers a total of nine unique benefits, including coverage for flight delays, missed flights, misplaced luggage."

Mr. Kamesh Goyal, Chairman, Digit Insurance, said, "Our comprehensive insurance solutions have been developed by identifying the gaps in the market and keeping in mind the requirements of customers. The insurance is backed by a seamless & easy claim settlement process. We look forward to serve Sterling Holidays' customers and help them have a worry-free holiday experience."

The insurance covers guests from 24 hours before check-in date to 24 hours after check-out date and would be **complimentary for Sterling guests** in the initial period. The insurance is issued once the guests confirm to avail the free insurance, after booking with Sterling.

The process of settling claims for the guests who opt for the insurance is very easy and simple. The process involves instant claim registration, smartphone-enabled data submission, and claim settlement within 48 hours after claim approval.

Some key features of the insurance are:

- Compensation of up to ₹ 3,00,000 in case of accidents resulting in disability or death.
- Entitlement up to ₹1,50,000 for hospital bills in case of emergency treatment due to accidents during the trip. For OPD (outpatient department) bills, guests would be entitled to a maximum refund of up to ₹15,000.
- Claim of up to ₹25,000 in case of stolen baggage and belongings during the trip. This does not cover loss of theft of credit cards, ATM cards, jewellery, passports, money or any financial instrument.



- A cover of up to ₹1,00,000 in case of any legal fees arising from incidents during the trip.
- Cover of up to ₹10,000 for non-refundable air tickets and hotel bookings in case of cancellation of the trip due to unfortunate incident or emergency.
- A maximum cover of ₹10,000 if a guest misses a connecting flight due to a delay in their previous flight.
- Insurance of up to ₹10,000 if the guest permanently loses his/her baggage.

This holiday insurance covers the smallest of mishaps: cancellation of trips, delay in baggage arrival of more than 6 hours, lost or stolen bags etc. The holiday insurance even covers legal charges in case a guest has an incident entailing legal liability.

Sterling Holidays currently has 2,200 rooms over 33 resorts in the country. It aims to expand its capacity to 4,500 rooms in the next 5 years across 50 destinations.

#### **About Sterling Holiday Resorts Limited**

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India which has been delivering great holidays to Indians since 1986. The company pioneered Vacation Ownership in India and has a network of resorts at some of the best holiday destinations in India. Currently, Sterling has 33 resorts located in Agra, Anaikatti, Corbett, Dabhosa, Daman, Darjeeling, Dindi, Dharamshala, Durshet, Gangtok, Goa, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sajan, Sariska, Shirdi, Thekkady, Wayanad, Yelagiri and Yercaud.

The company also has 14 additional sites where it plans to add new resorts. Sterling Holidays also owns 'Nature Trails Resorts Private Limited', an adventure holiday company that operates resorts at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services company. TCIL is a part of Fairfax Financial Holdings Limited, a \$43 billion global investment and insurance holding company, headquartered in Toronto, Canada.

#### **For further information please contact:**

Drishti Sharma: [drishti@torquemail.com](mailto:drishti@torquemail.com); +917838718173