

# TRANSFORMATION

— I N T H E M A K I N G —

# LET'S RECAP

When Sterling was born, India got a **fresh new way to holiday.** Today, we've come up with a fresher one. Let us tell you all about it.



# THE BIG SWITCH

Holidays with fixed itineraries, basic rooms and limited menus are a thing of the past. Today's travellers enjoy finding **one-of-a-kind experiences** with their loved ones. And that's what our new philosophy is all about - fuelling the **joy of discovery.**



# WE WALK THE TALK

The only thing our holidays have in common is that they're **completely unique**. We don't just promise unforgettable holidays. **We create them.**



# UNIQUE DESTINATIONS

Stunning views. Unexplored places. That's what our destinations are all about. And we are always adding more.



## KUFRI

Move over, Shimla. Kufri's scintillating summers and snowy winters are a level above. Literally.



## DARJEELING

Offering the best views of Kanchenjunga, our resort, at Darjeeling's highest point, will ensure you go off the beaten path.



## DINDI

If serene backwaters remind you of Kerala, think again. Dindi, by the river Godavari, has all the rustic riverside charm you need. And more.

29 EXQUISITE RESORTS ACROSS INDIA, AND COUNTING...

# SIGNATURE DISCOVERIES

We offer unique experiences at our every resort, ensuring you always holiday differently!



## SUN, SAND & GRILL

At Sterling Puri, enjoy sweeping views of the coast while indulging in a magnificent barbecue spread prepared by our chef.



## STAR GAZING

Stay up with the stars at Sterling Corbett. With cozy tents and endless skies, this is one show you won't want to miss.



## TEA TRAIL

What goes into a cup of aromatic Darjeeling tea? Find out on a trail through a tea estate, ending with a tea tasting at Sterling Darjeeling.

SOUNDS TEMPTING? WE HAVE MANY MORE EXPERIENCES IN STORE FOR YOU.

# IT'S TIME TO HOLIDAY DIFFERENTLY

New philosophy? ✓

New experiences? ✓

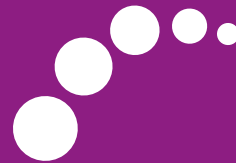
New destinations? ✓

We're ready for a new identity.



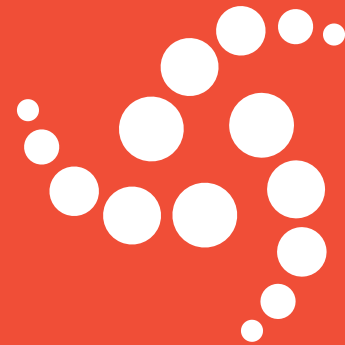
# SHOTS OF LIFE

Our new logo is based on the idea that in life, we experience bursts of adrenaline that help us break away from the mundane. These bursts are what we call 'shots of life'.



Each strand of beads here represents the sudden bursts of adrenaline that make up the highs of life.





It all comes together to form a pinwheel in the wind,  
symbolising people, experiences and places, our three key brand pillars.



The result is a vibrant symbol full of energy.

Royal purple, the dominant colour, connotes rich experiences and discoveries.

It makes our identity stand apart from other brand colours and lends an air of sophistication.

Warm red embodies desire and passion, so it is used as a representation of people.

Bright yellow represents the energy of diverse places.

LOGO ESSENCE

Put together, every element of  
this unit forms an identity that is

ENERGETIC  
VIBRANT  
DELIGHTFUL  
CONTEMPORARY



*Sterling*  
*Holiday Differently!*

# HOLIDAY DIFFERENTLY

Whether you're considering a membership with us, planning your vacation or experiencing it, we want you to holiday differently. Be it the sales experience or the holiday experience, you will feel the difference in everything from check-in to exquisite culinary experiences to fun activities and a whole lot more. That's the Sterling way.





[sterlingholidays.com](http://sterlingholidays.com)

For queries or feedback: [peshwa.acharya@sterlingholidays.com](mailto:peshwa.acharya@sterlingholidays.com)