

September 2018

Purple

HUES

By Sterling

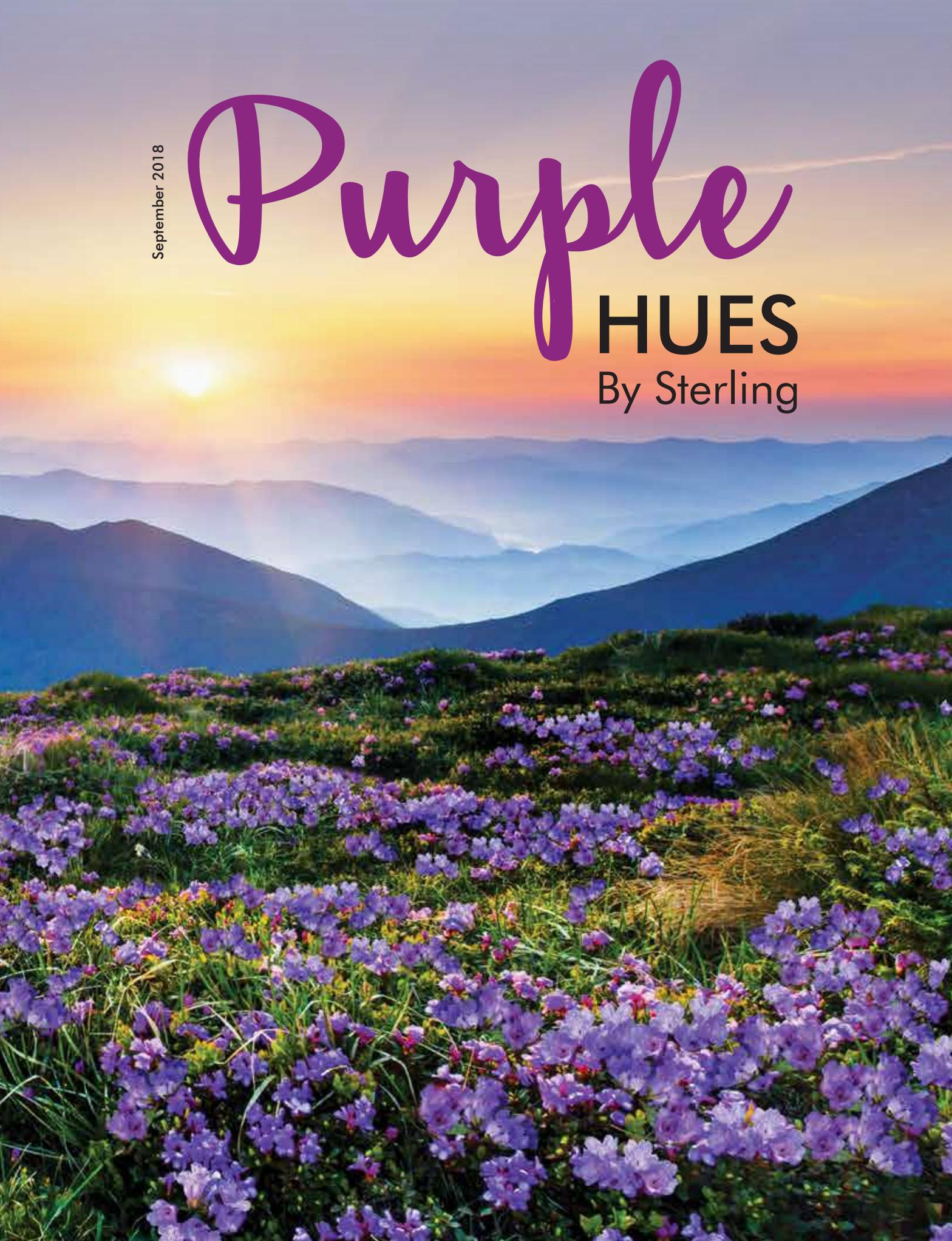


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FROM THE MD'S DESK

Namaste!

It is truly a pleasure to share my thoughts with you through our very first issue of 'Purple Hues', our newly rechristened Sterling Magazine.

At Sterling, we are constantly growing and evolving in the exciting world of holidays. Over the past few years, we have effected two key changes that make a difference in the way you holiday. We have upgraded all our resorts for your comfort and joy; and also brought some exciting new destinations as part of the Sterling network. We are focused now, on delivering interesting and unique holiday experiences which let you **'Holiday Differently'** each time. In light of these recent changes, we felt it was only fit to re-launch our brand with an entirely new look and feel. It is with great pride and excitement that I present to you our new brand identity.



Our new logo is inspired by a pinwheel. The 'swirl' consists of beads that represent bursts of adrenaline that make up the highs of life. These stand for the moments that bring you pure, unadulterated joy, moments that you remember for a lifetime. The three coloured strands of the pinwheel represent the individual areas we aim to excel in, our People, with passionate and outstanding service, Experiences, that are unique and enriching, and lastly, our Destinations, rich and diverse, each with so much to offer. These are tied into our service philosophy of PEPS (People, Experiences, Places- Spark Joy). This is exactly what we hope to do, spark joy at every interaction, with every action.

We believe that facilitating delightful discoveries and providing unique experiences are keys to an immersive, unforgettable, 'Different' holiday. And hence, our motto, 'Holiday Differently'. You can get a taste of the wide variety of experiences we offer, in our cover story – 'Sterling Discoveries'.



“ *A mind that is stretched by a new experience can never go back to its old dimensions.*

- Oliver Wendell Holmes, Jr. ”

We are also proud to announce the launch of our Discovery mascot – 'Raja Rex', a friendly and inquisitive dinosaur, inspired from the only Indian dinosaur species- 'Rajasaurus Narmadensis'. He will take you and your little ones on wonderful, discovery filled journeys that will delight you; be it an authentic Toda culture trail at Ooty, or an exciting safari through the jungles of Corbett.



Our never ending quest to bring you the next big holiday destination continues with the unveiling of our latest resort; Sterling Wayanad. Situated amidst lush forests, right next to Muthanga wildlife sanctuary, this is a must visit for all holidayers looking to experience something a little different, the thrill of a jungle, spectacular wildlife, or a scrumptious bamboo biriyani!

As a testimony to our recent work and achievement, three of our top resorts, Sterling Ooty – Fern Hill, Sterling Ooty – Elk Hill and Sterling Kodai – Lake, have received TripAdvisor's 'Traveller's Choice Awards', and 25 of our resorts have a TripAdvisor rating of 4 out of 5, or higher. We thank each of you, our patrons, whose continued support has helped us achieve this status.

We can't wait to host you, and are excited to show you the plethora of new discoveries and experiences that are in store for you when you holiday with us! Don't put off that holiday. Travel. Explore. Experience. The 'right' time, is now.

Holiday Differently!

A handwritten signature in black ink, appearing to be 'Ramesh Ramanathan'.

Ramesh Ramanathan
Managing Director

Experiences of a Lifetime

Sterling Discoveries



Vacations at Sterling are all about appealing to your sense and sensibilities. We promise you experiences which will appeal to all the five senses, and more.

With us, you see differently, smell differently, taste differently, hear differently, feel differently – and even explore differently!

It's all about holidaying differently. We give our guests quality time with quality experiences. When you step out of your comfort zone to try something new, you create enthralling memories to share with your family and friends.

see DIFFERENTLY!

Have you ever tried gazing at the night skies, trying to spot the stars and planets that share space with our earth? It's not all that alluring from the city, is it? The dust and the haze of the city lights leave little to be seen and nothing to be admired. But well away from the glare of the urban jungle, right from our ideally located resorts in Corbett and Sariska, you can see a whole new world. The stars look different as they adorn the dark skies. Bigger and brighter, they seem to pulse with life.

Right within Sterling Resorts are places ideal for star gazing. At Corbett, you are surrounded by a deep, dark world that seems to have settled in for the night. Marvel at the skies as our astronomer points out the planets and constellations. And, with a bit of luck, you'll also be able to get a glimpse at the trail of the Milky Way, a veritable galaxy of stars! When you see the magnificence of the universe, you see the bigger picture that envelopes all of us - you see differently!

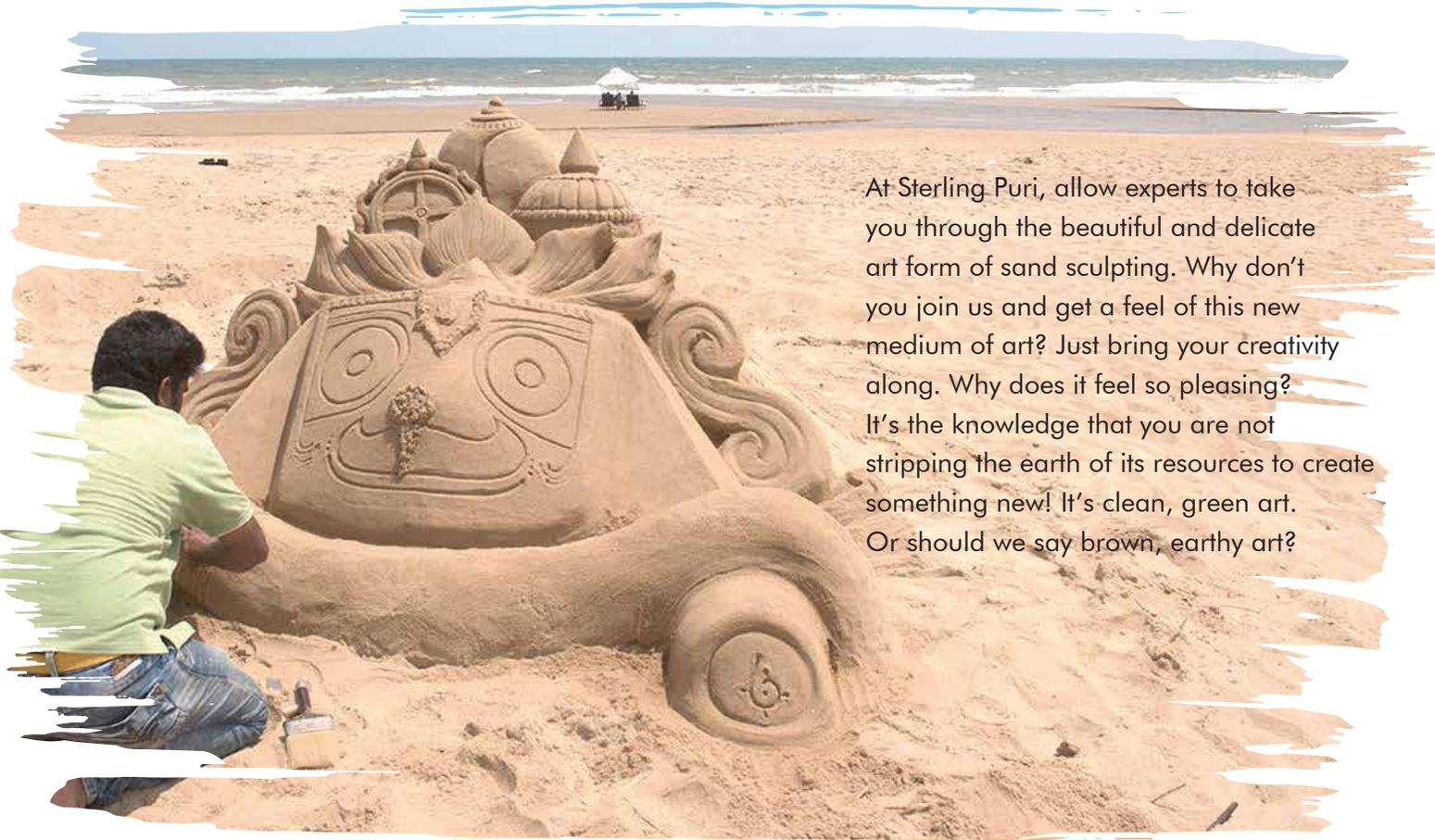
smell DIFFERENTLY!

A quiet dim room is a perfect setting for a therapeutic service. You can smell the appealing fragrances. Every time you inhale the captivating scents you get more relaxed. All serious thoughts and intentions flee from your head. For now, nothing exists besides the aromatic scents of the oil and the therapeutic massage. You don't find the need for more. You're floating in a world of your own.

Be it a foot massage, a head and neck, or a full body therapy... the use of essential oils at Sterling Resorts promote a feeling of well-being and rejuvenation. These oils are extracts from herbs and plants. The massage increases circulation and eliminates toxins in the skin. Healing, relaxation, rejuvenation and renewed energy – come with the massage and the aroma of oils. Smell differently.

feel

DIFFERENTLY!

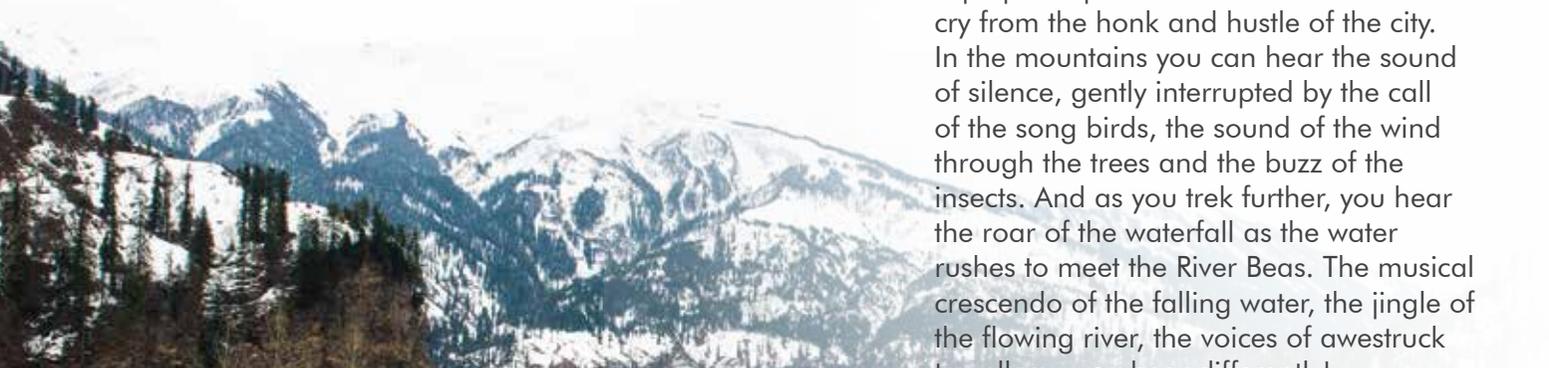


At Sterling Puri, allow experts to take you through the beautiful and delicate art form of sand sculpting. Why don't you join us and get a feel of this new medium of art? Just bring your creativity along. Why does it feel so pleasing? It's the knowledge that you are not stripping the earth of its resources to create something new! It's clean, green art. Or should we say brown, earthy art?

hear

DIFFERENTLY!

Nestling in the mountains of Himachal Pradesh, Manali is on every traveller's bucket list. Temples, castles, waterfalls, natural beauty – there is no end to her attractions!



Sterling Manali organizes day treks to Jogini Falls. It's a reasonably paced trek which most children and adults would be able to handle.

Trek up at your own pace, surrounded by nature's splendour. There is palpable peace all around. It's a far cry from the honk and hustle of the city. In the mountains you can hear the sound of silence, gently interrupted by the call of the song birds, the sound of the wind through the trees and the buzz of the insects. And as you trek further, you hear the roar of the waterfall as the water rushes to meet the River Beas. The musical crescendo of the falling water, the jingle of the flowing river, the voices of awestruck travellers - you hear differently!

taste DIFFERENTLY!

A vacation in Goa always brings to mind the beautiful beaches and the endless parties. But there is so much more to Goa than that. The heritage bungalows, the spice plantations, the ancient churches, Goa is steeped with history and heritage. A lot of that legacy comes from the Portuguese influence – the architecture of the churches, residential homes and lifestyles – right down to their Catholic cuisine. No visit to Goa is

complete without a taste of the Catholic cuisine.

Settle down to a five course pool side meal featuring Xacauti, Balchao, Cafreal, Ambot tik, Ros Omelette served with Rice, Goan Poee and Sanna. And don't forget to try the fresh fish – the day's catches from the Arabian Sea. Tickle your palate with the home made spices that flavour your meal!

And what's a Goan meal without a taste of Feni and Urrak? You're on



holiday, let go of your inhibitions! Sample the four different kinds of cashew or palm based local drinks. And there's more – you'll be serenaded Goan style by our guitarist. Food, Feni and flamboyance - taste differently!

explore DIFFERENTLY!

Ooty has always been a crowd puller. Dubbed the queen of the hill stations, she was a valuable find of the British Raj. But what was life like on the isolated Nilgiri range before John Sullivan, the British explorer, discovered it? The hills, in those days, were inhabited by ethnic tribes like Toda, Kota, Badaga and Kuruba who coexisted peacefully.

Do you wonder about these ancient tribes? What were their lives like once upon a time? What are they like now? Let's find out! It's time to take the Toda Trail from Sterling Ooty. And step back in time to explore a different world. Delve into their way of life. How much of their unique ways have they held onto, and how much have they lost? Journey into their world and learn about this ancient tribe. Venture into their settlement and explore their barrel shaped houses. And maybe even help them cook a meal in there. How do they make their traditional ethnic clothes? Or maintain their intricate hairstyles? How do they worship? Your Sterling guide will answer all your questions.

What you have learnt here will remain with you all through your life. Because you explore differently – with Sterling! The next time you book a holiday with Sterling don't forget to check out the entire list of Sterling Discoveries available for you to explore!

ready,
set,
go



MOROCCO

Fascination guaranteed

Get ready to encounter one of the most fascinating countries in the world. Morocco's unique sights, sounds and smells take you on a thrilling journey from the word go.

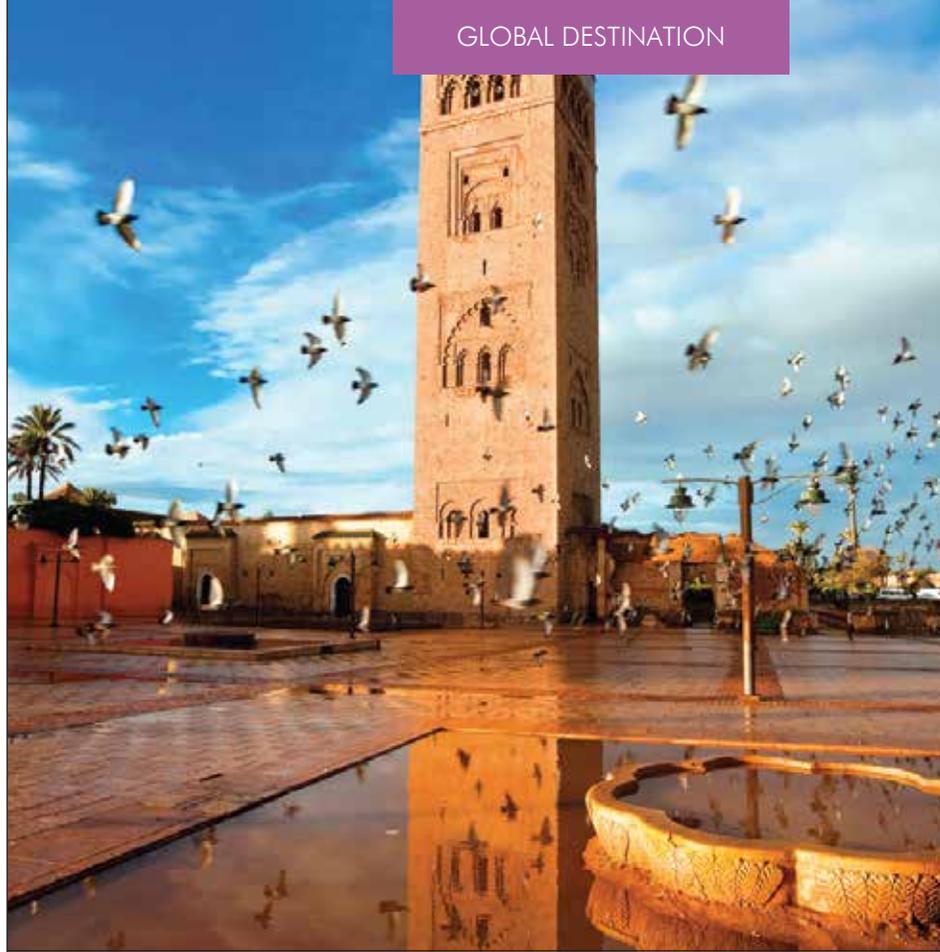
The long history of Morocco influenced by the Arabs, the French and the Berber is evident everywhere in the country—from its intricate art and Islamic architecture to the spice-rich cuisine and the mix of languages. A trip to Morocco guarantees a cultural extravaganza, perfect for culture vultures as well as those who enjoy all things exotic.

Tangier, the gateway to Africa

From Spain, the town of Tangier in north of Morocco is just a hop, skip and jump away. In fact, there are ferry services from Spain that take you to Tangier in just under forty minutes. Thousands go there to experience Africa in a day and by evening head back to Spain, after experiencing Tangier's top sights.

In Tangier, visit the Kasbah Museum located inside a former sultan's palace. The museum which houses a huge collection of archaeological artifacts and beautiful art give a glimpse into Morocco's fabled past.

Cape Malabata is another Tangier highlight, located 6 miles east off the town. From the lighthouse here savour the panoramic view of Strait of Gibraltar and the beautiful Mediterranean Sea.



Casablanca's architectural marvel

Casablanca is Morocco's cosmopolitan city that acts as a transit point for tourists. Here, high-end fashion boutiques and fast food chains coexist with Casablanca's colonial era Art Deco buildings.

In Casablanca, the prime attraction is Hassan II Mosque, located in *Boulevard de la Corniche*. This is Morocco's largest mosque and at 210 metres, the mosque's minaret is the world's tallest. Enjoy an evening taking in the beauty and fine craftsmanship of the mosque, as it stands tall facing the Atlantic Ocean.



Moroccans and mint tea

One of the remains of Morocco's French colonial past is evident throughout, especially in Tangier. And that is, Morocco's cafe culture. All age groups can be seen enjoying their cuppa over the latest news. Moroccans consume tea in large quantities and take immense pride in pouring tea into their glass, which they consider nothing short of an art.

Visit one of the cafés and watch this Moroccan pastime. Cafe Hafa overlooking the Bay of Tangier is a popular spot. Opened in 1921, Cafe Hafa was once a favourite hangout for some of the most famous writers and musicians. Sit there, take in the beautiful views sipping on a mint tea and get yourself inspired.





Sahara's starry nights

A six-hour drive from Marrakech will lead you to the edge of the great Sahara. Opt for a desert safari and go deep into the desert with only stars for your direction (*sorry, Google Maps doesn't work here*). The four hour long camel ride on the dunes set against the blue sky is nothing less than breathtaking. Stay the night at a desert camp and get uninterrupted views of millions of stars with no light-pollution to spoil the view.

A two-day trip to Zagora from Marrakech is a good way to experience the desert within a short time. The trip includes crossing the High Atlas mountain and a visit to the Berber Village of Ait Benhaddou, famous for Gladiator movie location.

DID YOU KNOW?

Zellige is an artistic Islamic tile work that appears in Moroccan architecture and decorative arts. These intricate hand-cut patterns without a beginning or an end are said to portray infinity.



Getting around

Getting around Morocco is a straightforward affair. The major cities are well connected by RAM airlines. All major European countries have flight connectivity to Morocco. Morocco has a good inter-city railway system that gets you faster and cheaper from one stop to another. Cars are relatively expensive but give you the freedom to move around. 

Sterling Advantage

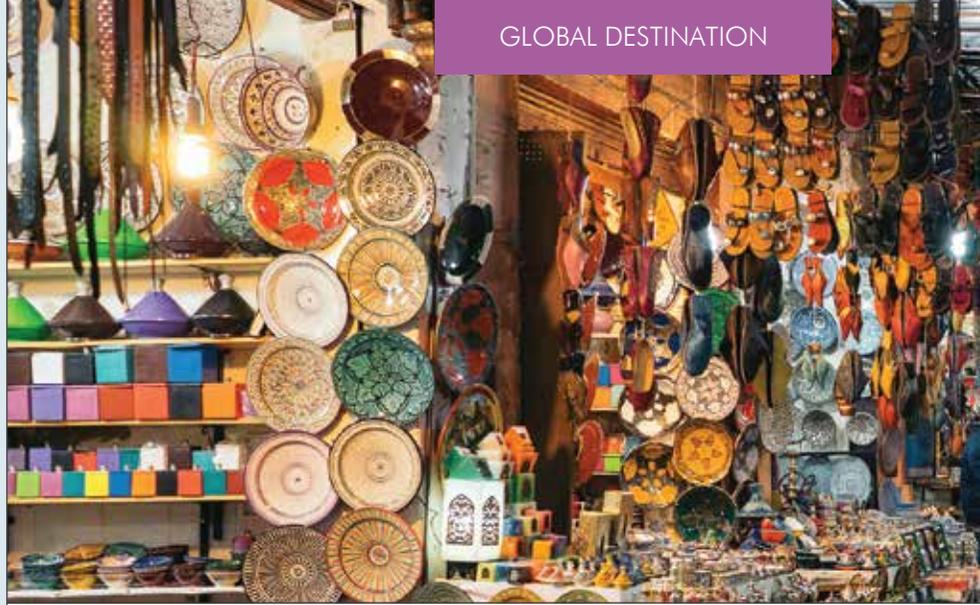
With Sterling Holidays Vacation Ownership Membership programmes, you can avail RCI affiliation which entitles you to exchange holidays in over 100 countries including Morocco.

For more details, get in touch with us at
1800 3000 2727 | Monday to Saturday | 9:30 AM to 5:30 PM

Marrakech: a street carnival

Many travelling to Morocco go there just to visit Marrakech. Set against the snow-capped High Atlas Mountains, Marrakech is the international city of Morocco offering a true cultural adventure.

Marrakech's showstopper, of course, is the action-packed *Djeman El Fna* square. By evening this popular square comes alive with snake charmers, musicians, chefs and jugglers lending the area a carnivalesque atmosphere. If you are a foodie, there's no better place to go for a gastronomical adventure than *Djeman El Fna* square. The dazzling sights, the fantastic mix of street food and the maze-like souqs make Marrakech an unmissable experience.



Souqs of Fes

Souqs are the heartbeat of Moroccan towns. These traditional markets are a major part of Moroccan life and one of the top experiences of the country. Fes is popular for its labyrinths of souqs, where each street is devoted to a particular trade—the artisan shops, the aromatic bakeries, rugs and spices shops and so on.

Whether you visit the souq to shop or for a cultural experience, Fes's UNESCO World Heritage Site can be quite rewarding. Pick up a Moroccan artistic rug while there and remember haggling is common in Morocco, so don't shy away from it; quote half the selling price and usually they agree to you.

Tagine: the signature dish

Tagine is a cooking form named after the clay pot in which it's cooked. This is Morocco's signature dish, and follows a slow cooking process which enhances the taste of food. The dish is a savoury stew usually made with lamb, chicken or vegetables.

While you are in Marrakech, take up a half day cooking class at *La Maison Arabe*. The class gives you a hands on experience of Tagine cooking and also gives you a peek into Moroccan culture. The express class costs about 300 dirhams per person, which includes a complimentary Tagine you can take back home.



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Making A Difference

Differently



Kodaikanal Lake

Known as the 'Princess of Hill Stations', Kodaikanal is a major tourist destination, with visitors arriving at its picturesque lake in hordes for boating, shopping and other activities. The consequent accumulation of garbage due to unscrupulous human activity has been a growing problem despite the best efforts of the Municipality and NGOs.

Sterling has stepped in to support the efforts of the local civic bodies and NGOs to keep the Kodai lake and the surrounding areas clean. The Kodaikanal Municipality has fully supported

the effort, by providing litter bins and vehicles to clear the garbage collected.

"Sterling Holidays has a long association with Kodaikanal and as citizens of this charming hill station, we are duty-bound to assist in the upkeep of Kodai Lake. We are delighted that the district and Municipal authorities have accepted our proposal to keep the surroundings of the lake garbage-free. We hope this will help tourists enjoy their time around the lake and that it continues to delight all visitors." says Ramesh Ramanathan, Managing Director, Sterling Holidays.

Breakfast across INDIA

From Parathas in Punjab to Puttu in Kerala, from Jolpan in Assam to Thepla in Gujarat, breakfast across India varies by region. Here is a look at the staggering diversity in food habits across our country.

India is a multicultural hotspot in every sense of the term. Language, tradition, custom and lifestyle differ from state to state. It isn't any different for food. The cuisine that is referred to as 'Indian' has its ethnicity in different states. Breakfast, like other meals, depends on climatic conditions, the way of life and the local produce that is abundantly available.



Large parts of Rajasthan rely on their daily dose of Bajra roti with curd and Chutney with the mandatory Jalebi!

Maharashtra's favoured dishes are their Vada Pav, Sabudana Vada and Poha.

Karnataka relishes its Akki roti. Unique to Karnataka, Akki roti is a rice pancake with spices and vegetables.

But no matter how different the food, the common factor is spice! If the dish isn't spicy – it is served with an accompaniment of a spicy Chutney or Pickle. The Indian palate doesn't suffer the bland!

Breakfast at Sterling Resorts is a well-balanced blend of local cuisine coupled with widely accepted items. Our guests have the choice of opting for something they are comfortable with, or trying new local dishes.

The local cuisine at Sterling Karwar would include:

Kotte Kadubu: Idli steamed in banana or Fanas leaves. The leaves add their taste and fragrance to the Idli which is served with Chutney and Sambar.

Rice Roti: A very popular breakfast item with the local people. It is like a rice Bhakri made with rice flour and freshly grated coconut along with chopped green chillies, onion and coriander. It is served with Chutney and black Chana Dal.

Akki Tari Kadubu: Handmade dumplings made of a mix of rice flour, Rava & freshly ground coconut and steamed to perfection!



Jammu & Kashmir love their fresh bread from the tandoor, accompanied with a steaming cup of tea.



The farmer in Punjab works hard in his fields, and he needs sustenance for a few hours. He depends on stuffed Parathas and Chole to keep him going.

Madhya Pradesh has a classic way of starting the day with Jalebi and Poha.

The North Eastern states depend on locally available meat for every meal. The Manipuri Tan is often had with black tea. In Mizoram, they have rice with Bai. The tribes of Meghalaya eat varieties of sticky rice or rice flour with their famous pork curry. There are sixteen tribes in Nagaland, and each of them eat their preferred variety of rice served with vegetables and meat.

West Bengal loves its Kachori with Aloo Dum curry and Cholar Dal.

In Orissa the popular dish is Santula, which is eaten with rotis. Chakuli Pitha is a common breakfast item too.

Andhra Pradesh revels in its Pesaratu and Upma.

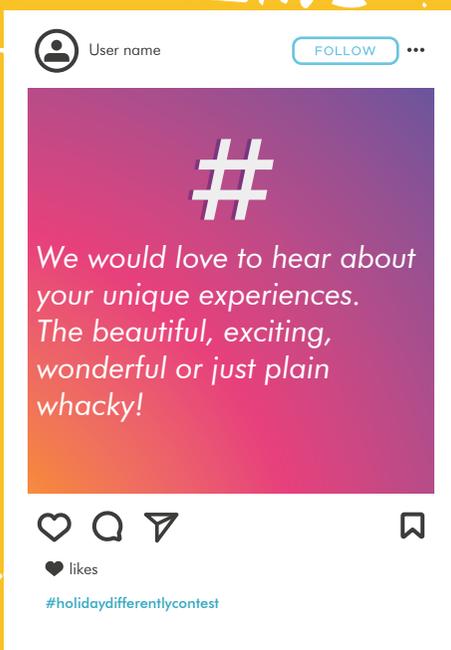
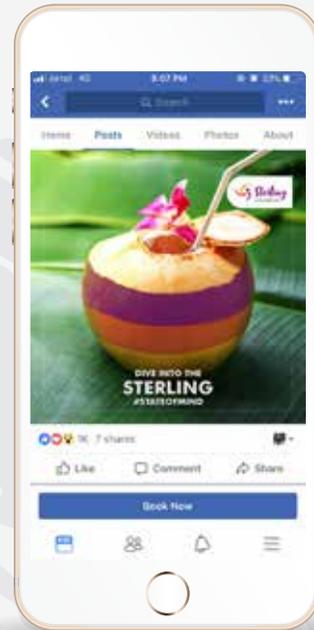
Light Idlis with Sambar and Chutney does the trick for people living in Tamil Nadu.

While there has been a certain amount of migration of dishes across the country (you can get Dosas, Idlis or Paranthas almost anywhere) the beverages seem to have stayed put. The South Indian filter coffee, delicious as it is, hasn't really made it into the homes of the North Indians. The Punjabi Lassi isn't on the breakfast menu of people living down south. But the Masala Chai seems to be a free traveller! It's in demand all over the country – would certainly win the popularity contest! It wasn't until recently that traditional breakfasts gave way to oats and cereals with fruits amongst the young, health conscious crowd. Whether it's an authentic, regional Indian breakfast, or a hearty British full monty, ensure that you don't skimp out on this meal, especially while on a holiday!



Latest from our Social Channels

We announced our new brand colours on social media through a series of fun posts that went viral. Here are a few, take a look!



#HolidayDifferentlyContest

Tell us how

YOU holiday differently and win a FREE holiday and other exciting prizes.

To participate simply log on to Instagram or Facebook and post a picture of you holidaying differently with the hashtag **#holidaydifferentlycontest**. Alternately, you could email us at purplehues@sterlingholidays.com with the subject line "Holiday Differently Contest".

Let's see how crazy you can get with the captions! Different. That's the buzz word.





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Sainji corn village, Mussoorie

Candid moment captured during the making of the second edition of Sterling Traveller Stories.

Location: Sainji Village, Uttarakhand | **Photography:** Rohit Kumar

GIVE IT YOUR
BEST SHOT.
GET FEATURED

Whether you are a pro or a hobbyist or simply have a keen eye for a great pic, we welcome you to share your best holiday photographs with us. Selected photos will be featured in this magazine. Mail your entry, mentioning the subject line as "Purple Hues Photo Feature" to purplehues@sterlingholidays.com



Meet Raja Rex

The Sterling Discovery Mascot

The Sterling brand has undergone a whole new makeover and is poised to deliver on its promise of more discoveries than anywhere else, redefining the holiday experience. Here's introducing our Discovery Mascot, who is inquisitive, fun loving and even has a history behind his name and fame.

Raja Rex, traces his descent to the Indian dinosaur species *Rajasaurus Narmadensis* that ruled our lands over 67 million years ago. Discovery is in his DNA – and so, he loves to unearth fun filled activities that delight all the guests at our resorts.



Did you know?

A small town called Balasinor in Gujarat is home to one of the largest dinosaur fossils sites in the world. In 1981, scientists discovered a new species here, said to belong to the Tyrannosaurus Rex family. It was aptly named *Rajasaurus Narmadensis*, which means "a princely reptile from the Narmada".



Raja Rex shows you fun and interesting activities to discover in each destination



Enjoy one of India's most popular toy train rides with Raja Rex. The Nilgiri mountain railway experience promises to be a highlight of your visit to Ooty.

Brilliant sand art along the beach! Witness the magic of numerous sand artists coming together to convert the Puri beach into an art gallery with their fascinating sand sculptures and inspired creations



Join Raja Rex on an open jeep safari to explore the tantalising wildlife. Discover what makes Corbett a paradise for adventure seekers and wildlife lovers.



Match your steps with Raja Rex to experience the sheer joy of the Badaga dance. Relive the finest traditions of Ooty through its unique dance form.



Raja Rex is happiest when you accept his suggestions and enjoy the immersive experiences that are truly Sterling. Quite the perfect host, isn't he?



The Colours of Winter

The heat of the Indian summer has receded into the shadows and the rains are going strong. Winter will soon make its entry, making this the perfect time to plan that winter vacation you've always dreamt of. It is the time to head out to the mountains and hills for exciting travel experiences. Here is our pick of the top three Indian destinations to visit this winter.



Doon valley at dusk

Mussoorie

An exotic destination at any time of the year, Mussoorie has much to mull over in its wintery months. A winter day in Mussoorie is magical as one can walk the lengths of Mall Road and indulge in some shopping! You can always stop by Lovely Omelette Centre to warm the body with some hot and delicious variants of omelettes. You can also take a trip to Landour which is about 20 kms from Mussoorie to witness snowfall and get a feel of the soft white snow that this place is known and loved for.



Dalai Lama Monastery

Dharamshala

Also referred to as the winter capital of Himachal Pradesh, Dharamshala is a beautiful hill station known for being the seat of the Dalai Lama. The suburbs of McLeod Ganj, Dharamkot, and Ramnagar are some of the popular tourist locations around it. The winter markets in McLeod Ganj are often visited by tourists in search of woollen calf-length socks and soft fur-lined boots. Street food is also popular in the winter along with a cup of hot cocoa or chai that Dharamshala is famous for.



Mist covered Ooty Lake

Ooty

Ooty is a picturesque hill station, which lies in the midst of the Nilgiri Mountain range. A winter visit ensures that you do not keep bumping into tourists who throng Ooty in its Summer. The Botanical Gardens of Ooty offer a tempting vista to saunter around in the winter months. Boating in the placid waters of the Ooty Lake is another activity to watch out for. Also don't miss out on the homemade Ooty chocolates to satisfy your craving for sweets.

Wherever you choose to go, there is a Sterling Resort waiting to welcome you with a warm room and a warmer smile.

Some quick tips for your winter vacation.

Pack moisturizer in your carry on: Winter air is notoriously dry and can wreak havoc on your skin, nose and eyes. Pack mini lotions, eye drops and saline spray in your carry-on to stay fresh during your travel.

Pack layers for style and comfort: For Indian winters, it is preferable to pack layers that you can easily remove, instead of bulky winter jackets. Don't forget scarves, socks and winter caps to ensure your head and feet stay fully covered.

Don't forget sun protection: Carry sunglasses and sunscreen for sun protection during winters to avoid the ill effect of sun rays.

Reconfirm your flights: Check for fog related delays. Factor in extra time to avoid stress.



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A Giant Malabar Squirrel with a red and black back and a grey tail is perched on a thick tree branch. The background is a soft-focus green forest.

A Stroll through God's own Garden – Wayanad!

Sterling Wayanad – Set in Splendour

The very name, Sultan Battery or Batheri, takes one back to the era of Tipu Sultan when Sultans and battles could use peaceful Jain temples to store arms and ammunition. Located conveniently between, and a scenic drive away from both Mysore and Calicut airports, Sultan Battery is a gateway to Wayanad or Vayal Nadu (the land of paddy fields).

With much to offer every kind of traveller, Wayanad, is arguably a verdant paradise that satiates the senses and whets one's wanderlust. Green, clean and pristine, this paradise nestles where three states and cultures meet and merge. It is a living testament to imperial and colonial vestiges, spices, hill tribes and native skills.

A few kilometres off the hustle and bustle of the town Sultan Battery, is Sterling Wayanad. It sprawls across a well-kept campus that boasts of a true treat of flora and fauna. The resort is themed around the seven trees that are native to the region.

The legacy trees

Bamboo, Peepal, Neem, Mango, Rosewood, Jungle Jackfruit, Indian Magnolia (Chembaka)

The tree and foliage motifs appear all around the resort, discrete and elegant, helping every guest feel at home in the beautiful ambience of the verdant Sholas. The rooms bear names of these trees.

Are you an early bird? Go on our house special bird watch trail. You can spot atleast fifteen types of local birds. You can even spot the Giant Malabar Squirrel take wing from tree to tree.

A Cup that Cheers

Start your day with a steaming hot cup of 1932 Vintage brew – Chembra Coffee – a product of the oldest and highest coffee plantation in Wayanad.

Our breakfast buffet is loaded to please every palate. Check out the Kerala section that has authentic and fusion delights, delicious enough for seconds and a chat with our friendly chef. You could also stay in your comfort zone and tuck in to staples from across India. Or if you are the Continental, American or pure English breakfast type, there is quite a spread for you too. The standard hot counter of course, is a given, with Dosa and omelette options fresh off the griddle.

Pedal through Paradise

Choose to go on a cycle trail through the forested roads. Picturesque and charming with a fleeting deer or the occasional peafowl, who knows what you might sight?

Rustic strolls studded with tales of war and betrayal

Our Village Trek takes you through Panniya country. Walk through the paddy fields that give the town its name – Vayal Nadu. Chat with the friendly villagers. Ask for 'Kattan Chaaya' and the local teashop will make sure it's

Check out stories about the ghost of the old chain tree of Wayanad and the Tribesman Karindan who showed the white man his way around the hills and dales. Maybe you can drive out to see the old Fig tree with a long chain still embedded high up in its branches.

Take a walk on the wild side

Kerala has banned elephant rides now and for good reason. It is definitely far more awesome



Sterling Wayanad

Stay back and indulge yourself

For those who choose to stay at the resort, the Spa experience is an indulgence to write home about. Can you stay in Kerala without an Ayurveda spa experience? Unwind alone or as a couple. Refresh your senses.

a great cup of fresh 'red-tea' sans milk.

Ask about the Spice gardens and spice trail that created wealth and wars. Listen to stories about the valiant Pazhassi Varma, the local King whose memory is still revered. Tipu tales are a plenty and stories about earthquakes that created the Edakkal Fissure are interesting, believe them or not. Interested in the incredible?

to see these regal beasts wander freely in their homeland and at Muthanga Sanctuary close by, you can see elephants, leopards, deer and even an occasional tiger if you are lucky. A drive to and through the sanctuary needs permissions and guidance that our resort staff can help you with. Respect the environment and enjoy its potent energy, sights, sounds and visual bounty.



Hands-on at the wheel

Take your turn – at our potter's wheel. Turn clay into a cup you can take back as a memento. Our expert potter is a friendly local who can teach you to make, bake and take home your own creation.

By the Bamboo

Relax. A bamboo patch can calm you down. Occasionally, tribesmen come by and perform on drums and flutes. Of course, these are special occasions.

Talking about tribes and bamboo, you must ask our rangers about Mulayari or bamboo rice. Maybe the Chef is making a Bamboo Rice Payasam or Kheer? Try it out.

Ask to see Bamboo water bottles or 'Mullam Kutchi' carried by the tribes.



Flavourful Biryani

that emerges from a charred log of bamboo to fill your senses.

The famous Bamboo Biryani cooked on an open fire inside a bamboo log with aromatic local Gandagashala rice - a signature dish best enjoyed in real time.

Fragrant rice, tender meat or chicken, veggies, a choice of fresh herbs and spices are stuffed into a log of bamboo with just enough water to moisten the mixture and the bamboo is placed inside a wood fire or open flame for 30 mins. The Biryani cooks in

its own juices and emerges from the charred log with a unique aroma and taste that needs to be savored and experienced.

Once the street food of Tamil Nadu and Kerala highways, this dish is slowly becoming a favourite in gourmet kitchens.



Taste Bamboo Biryani at Sterling Wayanad!

Our chefs do share culinary secrets on good days. Luckily, at Sterling, all days are good days!

Signature Sterling

Feeling festive? Order the Kerala special 26 dish celebratory meal – the Sadya.



The dinner time 'Passovers' are a pleasant surprise – plates of Yam with Red Chili Chamandhi or Chutney, the Gajai or sweet Wayanad doughnut, the Pazham Nerachadhu or the many other less known dishes that are created to surprise guests, bringing out the joy of discovery everyday.

The resort is encouraging 300 local families to grow fruits and vegetables that make their way to your table, giving you homegrown, fresh, tasty, local produce.

Soon, local Wayanad painters will be exhibiting paintings depicting the people and places of Wayanad, lending yet another authentic local flavour to the Sterling experience.

*Come to Sterling Wayanad.
You'll plan your next visit even
as you plan to leave.*

HOW TO GET THERE?



The closest railway stations are Kozhikode (105 km) and Nilambur (85 km).



Calicut International Airport (120 km) is the closest airport



Closest major cities are Bangalore (266 km), Mysore (166 km), Coimbatore (185 km) and Calicut (104 km)

To know more about Sterling Wayanad, visit www.sterlingholidays.com/destination/wayanad or scan the QR code



Sterling Traveller STORIES

“Travelling—it leaves you speechless, then turns you into a storyteller.”

-Ibn Battuta

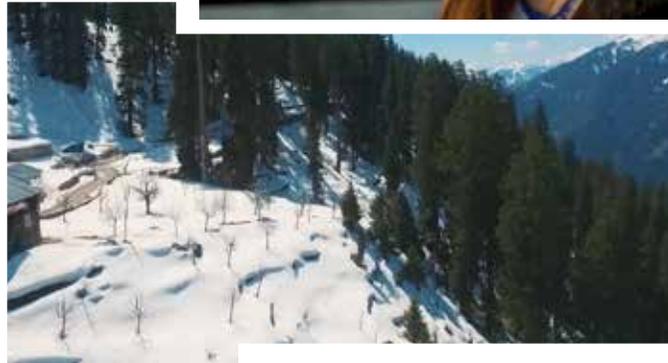
We took a cue from him and decided that we would share the experiences of such storytellers, confident that they would inspire more travel of the inordinary kind. This is why, we decided to make a set of short travelogue films that celebrate the ‘Joy of discovery’. The films feature real people, wildly passionate about what they do, who go about discovering destinations, and in some ways, themselves.

The first six films, now available to view on YouTube, do exactly what they set out to do – fascinate and call out to known or lurking longings latent in most of us.



Discover peace and plenty – Sterling Dindi

Tanveer and Priyanka, are a young urban couple getting to understand each other. Their love for discovery takes them to Sterling Dindi. And, by the banks of the Godavari, they discover that the less-known Dindi has much to offer to satisfy disparate seekers.



The Muse and the Mountains – Sterling Manali

Take a short break and lose yourself, with a musician on a quest to draw inspiration from the mountains of Manali. Stuart D’Costa is a musician and songwriter. But he could well be you, if you believe in the pursuit of happiness in travel.



Awaken to the simple joys of life – Sterling Darjeeling

Travelling, and the experiences that come with it, are perhaps the only things you can buy that leave you feeling richer. Experience Darjeeling, with Veda, a travel writer.

Share your feedback with us on social media and let us know what you think.





The Call of the Royal Bengal Tiger – Sterling Corbett



Hold your breath and tread softly. Rest assured, there's wildlife everywhere. You need not be a photojournalist like Kalyan – you could well be just another being the forest and its elusive inhabitants call out to.

Mists and mystery – Sterling Munnar



Prashant, a social entrepreneur and Jacquelin, a microbiologist share a love for travel and, are ardent trekkers. Every now and then, they leave the city behind to discover picturesque destinations and immerse themselves in timeless experiences.



Beyond the beaches – Sterling Goa



Think beyond Feni and the many beaches. See Goa through the eyes of a child of the sea. A microbiologist and scuba diving instructor, Tara takes you through the sights and sounds of Goa, with the timeless sea as the backdrop.



Coming soon:

Watch our spaces – online and off, for the next edition of Sterling Traveller Stories. The lush green Wayanad and Puri with its Golden Sands, are just a couple of the beautiful destinations to be showcased soon.



To watch our films, simply scan the QR code or visit our Youtube channel youtube.com/user/sterlingholidays



Travel Tech

Our top picks of the season

Welcome to new-age app aided travel comfort that is increasing in scope by the day, month and year. With it, come travel gadgets, gizmos and utilitarian items that make travel uber cool.

Here, we bring you the Editor's pick of suggested apps and travel gadgets that will revolutionize the way you travel.



iTOURA



The ITOURA app helps you choose the best immersive travel experiences available across India. It explores the top 100+ tourist destinations across India along with authentic street food & the local markets. It also shows you details of the most interesting events and festivals happening across India. This smart travel guide is by the travellers, for the travellers.



Glympse



Glympse is a fast, free and simple way to share your real-time location and estimated arrival time using GPS tracking with family members, friends or co-workers! It's safe, temporary and secure-recipients don't need to download an app to see what you share. Send a Glympse to let friends and family know you're on your way. Request a Glympse from a colleague who's always running late. Set up a Glympse group for your family reunion. You can choose how you use this great app.



LoungeBuddy



Who has not longed for comfort to lounge in, while one waits to connect flights?

This app can look-up your itinerary and tell you which lounges you have access to at your pit-stops. The era of multiple fancy memberships is no more, with LoungeBuddy – you can purchase lounge access in seconds! Now, hangout in comfort as you travel the world.



Skyscanner



Who hasn't felt the need to change plans and direction while on a planned trip? Change of plans are inevitable. For such times, there's Skyscanner. Skyscanner India searches millions of routes on hundreds of airlines & travel agents to find you the cheapest flight tickets with a click of a button. Once you find your cheap flights & click to select, it links you directly to the airline or travel agent. No hidden charges, no added fees.



TripOpt



TripOpt is your very own personal smart travel planner. It learns your tastes and preferences from your social network profiles, and your interactions with the application, and creates custom itineraries and activities just for you. The app use will take away all the hassle of planning, allowing you to enjoy your trip to the fullest.

Caffano Klassic*



Who doesn't crave a cuppa fresh brew, at the best of times, no matter where in the world? For diehard coffee lovers and those that need the occasional caffeine kick, carry your Cafflono – wherever you go. Fresh grounds, brewed and pressed in a jiffy, this little travel buddy is a dream of a gift to every coffee loving traveller.

ili translator**

ili can translate your words in as little as 0.2 second without any internet connection. It's portable, quick and easy. Translate & converse on the go- in languages you never knew!



Bluesmart Suitcase*

Every time you travel by a flight, train or bus; there's a fifty percent chance that your luggage might get lost in transit. Scary, isn't it? This tech smart suitcase comes to the rescue. Go for the Bluesmart Suitcase that comes with a digital remote lock, GPS tracker and a charger for your devices. It's not just a suitcase; it's a perfect travel companion!



Polaroid Snap Camera*



Pictures and selfies are a must for every trip. The 10 megapixel Polaroid Snap instant camera with self-timer feature takes a print automatically once the image is captured. Available in four colours, it is a must for those crazy picture-lovers. Check this out now.



* Image source: www.amazon.in

** Image source: www.iamili.com/us

Uravu

Enriching the local community with 'green gold' and native skills.

It's stuff that fairy tales are made of; remember the story where a farmer's daughter spins straw into gold helped by a magical dwarf Rumpelstiltskin?

You can experience similar magic too, even if you have not read that old story. Not far from Sterling Wayanad, is a Bamboo craft village that has come to the limelight thanks to the diligent efforts of an NGO – Uravu. And here, tribal skills bring to life exquisite art and craft to suit today's tastes and needs. Take a picturesque drive to this wonderful village, set amidst enchanting bamboo groves. Here, you can see, touch, feel and try your hand at playing with 'green gold' or bamboo.



The story of Uravu, which can be interpreted as a source of life and creativity, started over five decades ago. Using locally available bamboo and local labour, particularly women, Uravu trains, produces, promotes and markets exquisite art and craft fashioned out of the humble bamboo, turning green to gold for a sustainable livelihood. From home décor to office accessories, fashion jewellery to personal effects,

the artistry and dedication of this group needs to be seen and lauded. Mural paintings on bamboo jewelry are a fashion statement and wearable art. Files, folders, bags, lamp shades and blinds are functional, elegant and no stress on the purse.

It takes a strong will to resist these ecofriendly products and a visit is likely to add to one's collection and satiate one's soul.

Uravu conducts workshops on and off. If you are in time for a session, maybe you can try weaving a bamboo coaster hands-on. Of course, you will have to go through the essential but less glamorous steps like learning to clean, split and process the bamboo. Keep out a keen eye and watch out – bamboo splinters can be cruel if handled carelessly.

***Have fun.
Discover the joy
of trying
something new.***

About Uravu

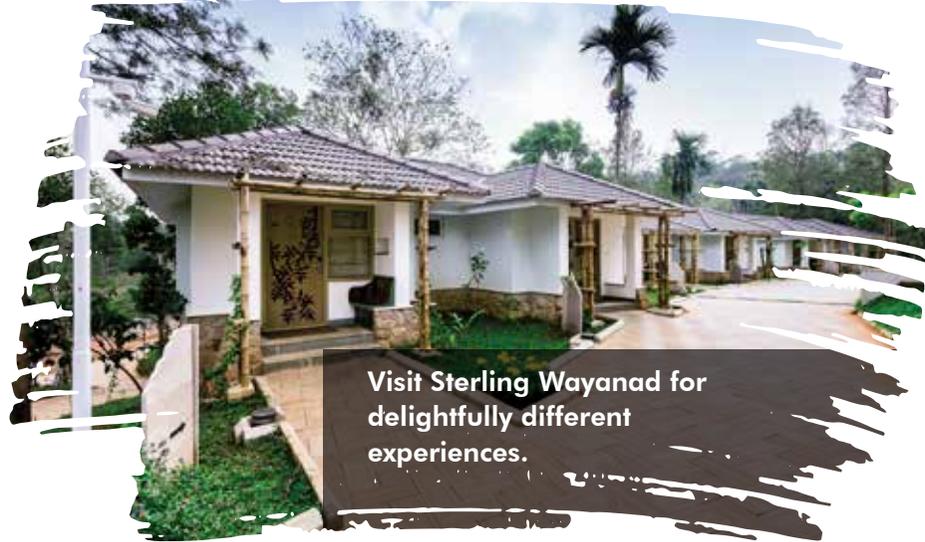
URAVU is a non-government organization working with people, governments and businesses to implement programs for sustainable employment and income generation in rural areas. Uravu is a non-profit trust, established in 1996, registered under the Indian Trusts Act.

Uravu promotes social enterprises based on value addition of local, natural resources, especially bamboo, the "green gold". Uravu implements integrated, end-to-end programs in the bamboo sector, which include providing skill training in bamboo processing, establishing micro enterprises, marketing of bamboo handicraft, cultivation of bamboo and promotion of eco-tourism.

Visit www.uravu.net
for more information.

In any case, these skilled locals go about their work with great pride and will happily share their knowledge and skills with you. Just remember, a smile and friendly body language can compensate for lack of local knowledge and expertise!

Weaving is an art and a science with subtle math interwoven too. Patience and diligence may bring out the Brahma in you.



Handicrafts from Uravu



Uravu is located in Thrikkaipetta village in Wayanad district of Kerala at distance of just 30 km from Sterling Wayanad.

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ON THE COVER: In full bloom - *Neelakurinji*

A visual spectacle, this bluish purple shrub is set to bloom this year in the Nilgiris after a gap of twelve years. Holiday with Sterling in the hills of Ooty, Munnar and Kodaikanal to experience this magnificent sight.



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