



July 25, 2013

For Immediate Release

Sterling Holiday Resorts Turnaround Strategies Deliver Profitable Quarter

Highlights of Q1 FY14 Results:

- Total Operating Income for the quarter rose to INR 395 million, up 25% from the corresponding quarter of the previous year
- EBITDA increases by 336% over corresponding quarter
- PAT of INR 6 million

Sterling Holiday Resorts (India) Limited (STERLINH), a pioneer and leading Vacation Ownership & Leisure Hospitality company in India, today, announced its results for the quarter ending June 30, 2013.

For the quarter ended June 30, 2013, the Company reported Profit after Tax of INR 6 million on Total Operating Income of INR 395 million. EBITDA was reported as INR 47 million, an increase of 336% over the corresponding quarter of the previous fiscal.

The significant improvement in the Company's performance is a result of the strategic initiatives over the last couple of years and the investments made in enhancing the product and service on offer to contemporary, best-in-class standards. These efforts have seen a rise in the number of Vacation Ownership members and non-members holidaying at the Company's resorts, leading to an increase in resort occupancy to 65% from 52% in the same period last year.

The Company added 1 new resort - Yelagiri – MariGold Ridge - during the quarter, taking the total room inventory to 1512 across 19 resorts. The ongoing expansion in the Company's destination network and inventory has been welcomed by its Vacation Ownership members as it signals that Sterling will continue to maintain a healthy member to room ratio, providing members with more opportunities to holiday in locales and seasons of their choice.

Commenting on the results, **Mr. Siddharth Mehta, Chairman, Sterling Holidays**, said, "We have been working towards turning the Company's performance around and creating a strong brand in the marketplace. I am pleased that the investments made in the last few years to substantially raise the standards of our resorts and holiday experience have begun to yield results. We continue to make investments to further enhance customer experience and strengthen the Company's market position. We are optimistic about our future growth prospects as we navigate in the current environment to become more modern, relevant and aspire to be the market leader."

Mr. Ramesh Ramanathan, Managing Director, Sterling Holidays added, "I am delighted to see the increase in the number of families holidaying with us over the summer, leading to some of our resorts enjoying very high levels of occupancy. The figures tell a story of Brand Sterling's resurgence and the fact that our members are enjoying the enhanced holiday experience at both our refurbished and new resorts. We intend to continue our focus on delivering Great Holiday experiences and value to our customers. In the last quarter, we have introduced Sterling Hotshots, an all-new Entertainment initiative for toddlers, children and teenagers in select resorts. In the year to come, we will be



extending the concept to our other resorts as the initiative has been much appreciated by our members and guests.”

About Sterling Holiday Resorts (India) Limited

Sterling Holiday Resorts (India) Limited is a pioneer in Vacation Ownership and a leading Leisure Hospitality company in India. Sterling was incorporated in 1986 with the vision of delivering Great Holiday experiences to Indian Families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling has an inventory of 1512 rooms spread across 19 resorts located in Corbett, Darjeeling, Dharamshala, Gangtok, Goa, Karwar, Kodaikanal, Lonavala, Manali, Munnar, Mussoorie, Ooty, Puri, Thekkady, Yelagiri and Yercaud. The company also has 15 additional sites where it plans to add new resorts in the coming years.

For more information visit: www.sterlingholidays.com

For any further information kindly contact:

Ankita Agrawal/ Hardik Desai

9773750233/9819562380

E mail: ankita@torquemail.com / hardik@torquemail.com