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Sterling Holiday Resorts to add up to 1,000 rooms by March 2020

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Sterling Holiday Resorts NSE 0.00 % is looking at adding about a 1,000 rooms to its inventory across the country by the end of next financial year, a top company official has said.

The hospitality company currently has around 2,400 rooms across 33 resorts.

"We will add between 800 to 1,000 rooms by the end of fiscal year 2020 primarily through management contract model," Sterling

Holiday Resorts MD Ramesh Ramanathan said.

These rooms will be in up to 16 resorts across India, he added.

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"Our investments will be mainly on technology and digitalisation," he added.

On the locations the company is looking at for expansion, Ramanathan said: "We are looking at destinations such as Varanasi, Jaipur, Udaipur, Jodhpur, Somnath, Gir, Dwarka, Diu, Srinagar, Bandhavgarh, Chilka, Shillong, Coorg, Kalimpong and Port Blair among others."

Emphasising that the focus of the company is to provide experiential holidays, he said: "We are a holiday company."

Founded in 1986, Sterling Holiday Resorts has a network of 33 resorts in destinations such as Agra, Daman, Darjeeling, Dharamshala, Gangtok, Goa, Kanha, Kodaikanal, Kufri, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri and Shirdi.

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