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Sterling Holidays to offer full travel cover; ties up with Digit Insurance

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Ramesh Ramanathan, MD, Sterling Holidays - BusinessLine

NEW DELHI, MAY 31

Hospitality company Sterling Holidays plans to come out with a travel insurance scheme for its customers from June 4.

The scheme, will cover door-to-door holiday insurance from departure to arrival; it was to have been rolled out in April or May.

“Companies in India do not offer comprehensive insurance to customers. So, this scheme will cover for mishap as also for lost or missed baggage. The aim is to cover the customer for the entire trip,” said Ramesh Ramanathan, Managing Director, Sterling Holiday. The launch got delayed due to backend work and testing, he said.

Now, members as well as non-members can get the benefit of this plan. The firm has tied up with Digit Insurance, a part of the Fairfax group.

Expanding horizon

The hospitality firm plans to expand to Rajasthan, Coorg, and Port Blair.

The company is keen on Varanasi, too, set where it sees a great potential.

“One of the oldest cities in the world, it (Varanasi) has heritage, history and is also attracting lot of visitors both Indians as well as foreigners.

Also, in the last three years, a lot of focus is being given on its cleaning up,” said Ramanathan.

Road Ahead

The holiday company plans to double its inventory from 2,200 to 4,500 rooms in three-four years.

It also aims to increase the number of resorts to over 50.

“We plan to achieve this target by leasing resorts and doing management contracts. As Sterling Holidays also has almost 250 acres of land across the country, we plan to build our own resorts.

“So, it is going to be a combination of two-three methods,” said Ramanathan.

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Rajasthan, Coorg, and Port Blair. The company is keen on Varanasi too. “One of the oldest cities in the world, it (Varanasi) has heritage, history and is also attracting lot of visitors both Indians as well as foreigners. Also, in the last three years, a lot of focus is being given on its cleaning up,” said Ramanathan.

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Sterling Holiday Resorts launches India's first comprehensive holiday insurance

By TBM Staff | New Delhi

Sterling Holiday Resorts Limited 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 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."

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 INR 3,00,000 in case of accidents resulting in disability or death.
- Entitlement up to INR 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 INR 15,000.
- Claim of up to INR 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 INR 1,00,000 in case of any legal fees arising from incidents during the trip.
- Cover of up to INR 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 INR 10,000 if a guest misses a connecting flight due to a delay in their previous flight.
- Insurance of up to INR 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.