

STERLING HOLIDAYS ANNOUNCES LAUNCH OF RESORT IN PANCHGANI, MAHARASHTRA

- ✓ 19th Hill Station in its portfolio.
- ✓ Located atop a private hillock offering an exclusive and unique view of the hill station.

1st June 2023: Sterling Holiday Resorts is a leading leisure hospitality brand, with resorts across hills, beaches, jungles, waterfront, heritage, pilgrimage, adventure, and drive-to locations. The company announced the launch of its 19th Hill Station, Sterling Panchgani, nestled in the mighty Sahyadri mountain range.

Sterling Panchgani is in the Satara district of Maharashtra between the twin hill stations of Panchgani and Mahabaleshwar and offers a quick getaway for people in Mumbai, Pune and several other cities of the state.

Perched atop a secluded hillock, the resort provides an exclusive experience and a distinct vantage view of the greenery and undulating hills. Strategically positioned just off the main arterial highway that gracefully winds between Mahabaleshwar and Panchgani, and a mere 4 km away from the bustling Panchgani market, the resort serves as an exceptional gateway to explore the region, while providing respite from the clamour and crowds.

Set amidst serene tranquillity, Sterling Panchgani offers a contemporary design and captivating valley views. Boasting 24 elegantly appointed rooms with balconies / sit-outs, an engaging activity centre, a refreshing swimming pool, and an upcoming spa, Sterling Panchgani emerges as the ultimate choice for a rejuvenating hillside vacation and a quick getaway from the chaos and traffic of the metro cities.

Guests at the resort can embark on a delightful culinary journey at the '*Silver Oak Restaurant*,' indulging in an enticing array of global flavours and beloved local delicacies of Maharashtra. From the homely dal-chawal to Indo-Chinese chilli chicken and local favourites like Vada Pav and Puran Poli, this on-site, multi-cuisine restaurant guarantees a remarkable dining experience, with its inviting ambiance, cosy seating arrangements, and a meticulously crafted menu catering to every palate.

Panchgani and Mahabaleshwar, twin sister hill stations nestled in the Sahyadri mountain ranges, captivate with their lush green valleys, tranquil lakes, and historical architecture. These enchanting destinations offer breathtaking views from iconic spots, and captivating archaeological and historical monuments to explore. With a pleasant climate throughout the year, these sister hill-stations are an ideal setting for a rejuvenating vacation. Travelers can indulge in strawberries and mulberries during season.

For adventure enthusiasts, Panchgani-Mahabaleshwar beckon with an array of thrilling activities, including trekking, paragliding, and camping, catering to those in search of outdoor excitement. This dynamic duo of hill stations serves as an idyllic sanctuary, offering a peaceful retreat away from the bustling city life, making it an ideal choice for travellers seeking tranquillity and respite.

Speaking on the inauguration of the property, Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts said, "We are thrilled to announce the launch of Sterling Panchgani. Our portfolio of hill stations is strengthened by the addition of the popular destination of Panchgani-Mahabaleshwar. We invite our guests to indulge in a truly relaxing stay while immersing themselves in the beauty of nature, culture, and history."

Sterling Panchgani is currently open for bookings on – www.sterlingholidays.com

ABOUT STERLING HOLIDAY RESORTS LTD.

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India offering a choice of resorts, hotels and retreats. Sterling has a unique hybrid model of business aimed at varied customer segments: with a FIT or hotel vertical and a membership vertical. It also caters to Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company caters to various holiday needs with a resort network across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Corbett, Chail, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Pench, Puri, Rishikesh, Sajan, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates retreats at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed wholly owned subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services.
