

STERLING REDEFINING THE INDIAN HOLIDAY LANDSCAPE

- Sterling to deliver **curated experiences** and **unique experiential** holidays
- Relaunches brand to reflect new service philosophy
- Rolls out blueprint to be **“The leading holiday brand in India”** and enable consumers to “Holiday Differently”
- Expects to double room inventory in the next 4-5 years through the management contract route
- Expanding resort footprint to over 50 locations in the same period

MUMBAI, DECEMBER 7: Sterling Holiday Resorts Limited today unveiled its new, contemporary brand in keeping with its new service philosophy of delivering Experiences & Discoveries. Riding on this, Sterling has charted a road map to become “The leading holiday brand in India”.

Sterling is creating curated experiences in the areas of local cuisine, art, culture, history, nature, adventure etc. both within and outside the resort, for its customers. From night safaris and nature walks to authentic culinary experiences and culture trails, Sterling is seeking to offer its guests many different ways to have memorable experiences and discoveries. The company is initiating a complete marketing and brand plan for the new Sterling.

The new brand identity reflects this essence and proposition. The design is youthful, vibrant, and contemporary. “Sterling” is written in a free flowing handwritten font and is supported by a dynamic “Swirl” mnemonic that reminds one of the pinwheel. The Swirl represents movement and dynamism and gives the identity a sense of motion. Purple as the key logo colour, is quite unique, and connotes the brand promise of “discoveries and experiences”.

Sterling’s quest is not just for newer experiences and discoveries but also to increase the number of locations and to offer new destinations to its customers. Embodying the new service philosophy, Sterling strives to build destination expertise across all locations.

According to **Mr Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts Limited**, “Today, we are opening not just a new chapter for Sterling but a new chapter in the Indian holiday market. We have been working on developing our new service philosophy and brand standards over the last few years and are now ready to make our customers “holiday differently”. I am delighted to present the new Sterling Brand that will stand for great service, unique experiences and amazing discoveries.”

“Holidays have become an integral part of our lifestyle. At Sterling, we are looking forward to being a part of this new India that is looking to have newer experiences and take away a little bit of what they see and feel when they holiday, discovering something new every time.”, says Ramanathan.



Over the next couple of months, guests at resorts will also meet “Raja Rex”, Sterling’s new “discovery mascot” who will help them discover new activities and experiences.

The discoveries do not stop with the holiday experience. Sterling is the first holiday company in India to offer a doorstep to doorstep holiday insurance for all its customers and guests both for the travel and holiday period. This would be offered from the first quarter of 2018.

DOUBLING OF PROPERTIES AND ROOM CAPACITY

The brand launch is driven by a business transformation that involves a strategic pathway including ***focus on experience-led holidays, doubling of properties and room capacity, focus on service quality and new business models.***

Sterling would be focussing on an asset optimized model as a route to scale. Sterling will expand capacity through management contracts while providing guests the Sterling standard of service and brand assurance. As a consequence, Sterling expects to double room capacity and scale up to 50 properties over the next 4-5 years. To support the new expansion plans, the company has transformed its brand identity completely and launched the same today.

“Over the past few years, we have invested in revamp of existing resorts and launch of new ones. Our focus will be on delivery and service for all kinds of holidayers. In the process, we would also be contributing to the local economies, creating jobs and taking the brand abroad to places where Indians holiday,” Ramanathan added.

About Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India which has been delivering great holidays to Indians since 1986. The company pioneered Vacation Ownership in India and has a network of resorts at some of the best holiday destinations in India. Currently, Sterling has 33 resorts located in Agra, Anaikatti, Corbett, Dabhosa, Daman, Darjeeling, Dindi, Dharamshala, Durshet, Gangtok, Goa, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sajan, Sariska, Shirdi, Thekkady, Wayanad, Yelagiri and Yercaud. The company also has 14 additional sites where it plans to add new resorts in the coming years. Sterling Holidays also owns ‘Nature Trails Resorts Private Limited’ - an adventure holiday company that operates resorts at four unique destinations in Maharashtra.

Sterling Holiday Resorts Limited is a 100% independently managed subsidiary of Thomas Cook (India) Limited (TCIL), India’s leading integrated travel and travel related financial services company. TCIL is a part of Fairfax Financial Holdings Limited, a \$43 billion global investment and insurance holding company, headquartered in Toronto, Canada.

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