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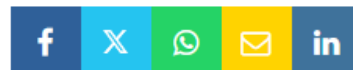
DEVELOPMENT

Which is this first Pan-India hospitality brand to debut in Bokaro?

India's leading leisure hospitality brand has made its debut in Jharkhand with its hotel, Sterling City Centre Bokaro.



by **Staff Writer** | October 14, 2024 | SHARE



India's leading leisure hospitality brand has made its debut in Jharkhand with its hotel, Sterling City Centre Bokaro. Located within the SAIL city in the heart of Bokaro, within close distance of all important corporates and landmarks of the city, the property connects seamlessly with the major business sectors in Bokaro & other industrial areas in Jharkhand like Ranchi, Dhanbad and Sindri.

[Sterling](#) is the first pan-India hospitality brand in Bokaro and brings its signature warmth and award-winning hospitality to the steel city. The hotel provides a wide range of rooms and suites ranging from 200 sq.ft to up to 730 sq.ft., all with upscale and chic décor and fully equipped and with all modern amenities – making it the ideal destination for business travelers on short or long stays and for guests using Bokaro as a base to explore the region.



Conveniently located within SAIL city and closest to the airport, the hotel is the ideal venue and epicenter for corporates and leading business houses converging for events and conferences. The hotel boasts of the largest indoor banqueting venue in the city, 'Conventia,' which spans 6,000 square feet and is ideal for conferences, exhibitions, and social gatherings. Additional versatile spaces, including the Alora Ballroom, Atrium Lounge, and Outdoor Lawns, cater to a variety of events, from intimate meetings to grand celebrations.

Guests can indulge in a diverse culinary experience across three distinct dining venues. Aurum, a popular pub, offers a live DJ and an extensive selection of premium spirits. The Hub serves as a stylish coffee shop featuring fresh bakes and casual fare, while Melange presents an upscale dining experience with a curated selection of global cuisines in both indoor and outdoor settings.

"The introduction of Sterling City Centre Bokaro marks our first in the vibrant state of Jharkhand. This strengthens our presence in the "Bleisure" (business-cum-leisure) segment – following our hotels running successfully in Madurai, Dehradun, Haridwar etc. Bokaro is at the core of Jharkhand's industrial hub, and our location here positions us to cater to the evolving needs of business around the city and the state." said [Vikram Lalvani](#), Managing Director & CEO, Sterling Holiday Resorts.

"We are delighted to collaborate with Sterling Holiday Resorts through our partner, Morpho Hotels. Sterling City Centre Bokaro is a testament to Bokaro's warmth and traditional hospitality. As a landmark property in SAIL City the hotel has commanded respect and admiration from many businesses and locals alike, especially for our large banquet venues, trendy restaurants and pubs. With a whole new renewed product, upgraded rooms and the association of Sterling, I am confident about the boost to our hotel, it will make Sterling City Centre Bokaro a preferred hotel for both business and leisure," said Deepak Gupta, Owner Hans Regency.

Apart from its proximity to Bokaro Airport and local shopping malls, the hotel ensures ease of access for business travelers to major business centers such as ONGC, SAIL, and Siemens Ltd. and leisure travelers to explore notable local attractions, including the Baba Baidyanath Jyotirling, the City of Waterfalls – Ranchi, and the Holy Parasnath Hills in Giridih.