



## **Sterling Holiday Resorts Limited acquires Nature Trails**

*Strengthens synergies for nature and adventure tourism*

**Mumbai, March 15, 2016:** Sterling Holiday Resorts Limited, India's leading Holiday Lifestyle company, today announced its acquisition of 'Nature Trails Resorts Private Limited', an adventure holiday company that operates resorts at five unique destinations in Maharashtra.

Nature Trails Resorts Private Limited is now a 100% subsidiary of Sterling Holidays Resorts Limited, headquartered out of Chennai and offers vacationers a unique adventure proposition attracting short getaways for nature and adventure lovers, campers and students amongst others.

The acquisition of Nature Trails adds to Sterling Holidays' adventure tourism product offerings, strengthening their ability to offer diverse and immersive holiday experiences. Nature Trails currently have resorts at Durshet, Sajan, Kundalika, Dabhosa and Koyna, all at drivable distances from Mumbai, Pune and Southern Gujarat. Nature Trails' resorts are spread over 53 acres and each resort has a unique attraction, guaranteed to cater to all types of adventure enthusiasts.

While Durshet Forest Lodge, offers activities like rappelling, zip line, trekking and camping, Kundalika Rafting Camp is the only place in the country that offers white water rafting all year round. The Sajan Nature Club and Dabhosa Waterfall Resort offer kayaking, valley crossing and zip line, rappelling and laddering amongst other adventure options.

Speaking about the acquisition **Mr. Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts Limited**, said, "With the acquisition of Nature Trails, Sterling Holidays now offers our customers more complete, immersive holiday experience choices. Nature Trails is an exciting option for the adventurous and experience-seeking holiday goer."

### **About Sterling Holiday Resorts Limited**

Sterling Holiday Resorts Limited is a leading Leisure Hospitality company in India. Sterling was incorporated in 1986 with the vision of delivering Great Holiday experiences to Indian Families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling has an inventory of 1767 rooms spread across 24 resorts located in Corbett, Daman, Darjeeling, Dindi, Dharamshala, Gangtok, Goa, Karwar, Kodaikanal, Lonavala, Manali, Munnar, Mussoorie, Nainital, Ooty, Puri, Sariska, Shirdi, Thekkady, Yelagiri and Yercaud. The company also has 16 additional sites where it plans to add new resorts in the coming years.

Sterling Holiday Resorts Limited is now 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 \$38.2 billion global investment and insurance holding

company, headquartered in Toronto, Canada. Fairfax's portfolio of companies includes several well-known global companies in the insurance, re-insurance and restaurant chains sectors. In India, Fairfax has a majority holding in TCIL, and has also co-promoted ICICI Lombard. In 2012, through its Indian investment business, Fairbridge, Fairfax stepped up its pace of acquisitions commencing with TCIL, and subsequently Ikyu Human Capital Solutions (now Qness) and most recently, Sterling Holidays Resorts Limited.

#### **About Nature Trails Resorts Private Limited**

Nature Trails Resorts Pvt. Ltd. is in the business of resorts, campsites and activity camps. It was promoted by Hari Divekar, an Engineer by profession and a naturalist by passion in the year 1989.

Its mission is to identify unique and unexplored locations having nature and adventure tourism potential, to create tourist facilities of a predefined standard there and to transform them into destinations.

The company is currently run by his younger son Chinmay Divekar. Each year more than 40000 guests visit its four nature and adventure resorts at Durshet, Sajan, Kundalika and Dabhosa, all located in Maharashtra, India.

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