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Kodai – By The Lake, Sterling’s first ever resort, turns 25



New Delhi, Jul 16, 2013 : Sterling Holiday Resorts (India) Ltd, India’s pioneer Vacation Ownership and Leisure Hospitality Company today announced 25 year of successful operation of its first ever resort, Kodai – By The Lake (earlier called Lake View), which was built in the year 1987 and opened its doors to welcome members on July 20, 1988.

In the 25 years of its operations, Kodai – By The Lake has played host to scores of Sterling Vacation Ownership members and witnessed Vacation Ownership member families get together year after year to relive old memories and create new ones. Some of these members who go by the name ‘Sterlingers’ have organized a get together at the resort to mark the resort’s Silver Jubilee and relive memories of holidays they have enjoyed over the years! The resort itself will organize a 10 day long program at Kodai – By The Lake, encompassing theme nights and fun-filled recreation activities to celebrate the occasion with all members and guests who are booked in during that period.

Commenting on the occasion Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts (India) Ltd said “Kodai – By The Lake holds a very special place in the Company’s 27-year long history as this is the resort from where we began our journey towards opening up the Vacation Ownership industry in India and building a happy

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family of over 67,000 members who enjoy holidaying frequently at our network of resorts. In the next few years, we will be celebrating the Silver Jubilee of some of our other flagship resorts such as Elk Hill in Ooty and Rock Perch in Yercaud.”

Mr. Ramanathan added, “Customer service has always been a core value of our business. In order to fulfill our promise of Great Holidays, we are in the process of substantially reinventing our product and service standards.

In line with this, we overhauled our first ever resort over a year ago and presented our members and guests with a completely new experience when we re-opened Lake View as Kodai – By The Lake. In the year since, I am happy to say that we have been receiving rave reviews, from both our oldest members and from Gen-X members who recently signed-up with us.”

Kodai – By The Lake is ranked among the top properties in Kodai by TripAdvisor and is a favourite among members of Sterling Holidays. The resort, which is located on the banks of the picturesque Kodaikanal Lake, was recently refurbished to blend in seamlessly with the myriad colonial cottages dotting the surrounding hillsides and to reflect the feel of English countryside living.