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## Rajiv Srivastava to drive culinary operations across Sterling Holidays' network of 19 resorts

**Mumbai**

Sterling Holidays, India's leading Vacation Ownership and Leisure Hospitality Company, announced the appointment of Rajiv Srivastava as its new Corporate Chef. In his new role, Rajiv will manage the Company's culinary operations and aim to create an unmatched food and dining experience for guests.

A degree holder from the Institute of Hotel Management from Lucknow, Rajiv is vastly experienced with more than 25 years in the industry. He has worked in various capacities with Lemon Tree Hotels, Intercontinental and Hyatt Regency, amongst other major hospitality players. He is widely known for his distinguished culinary skills and innovativeness in culinary experiences. Rajiv's impressive track record is evident in that he was ranked amongst the 'Top 50 Chefs of India' by Indian Culinary Forum in 2012-13.

Ramesh Ramanathan,

Managing Director, Sterling Holidays, said "Any good holiday assumes a great gastronomic experience. With the appointment of Rajiv as Corporate Chef, we are confident of serving both variety and delicious dining experience at our resorts." On his appointment, Rajiv Srivastava said "I am delighted to be presented with the opportunity to create culinary experiences that will add to memorable leisure holidays and increase customer satisfaction with Sterling."

Rajiv holds the distinction of having prepared and served to many influential personalities from India and around the world such as Pranab Mukherjee, President of India; Anand Sharma, Minister of Commerce and Industry, India; Mahinda Rajapaksa, President of Sri Lanka; Ram Baran Yadav, President of Nepal; Jimmy Carter, Ex President of the United States of America.