



# SABOO SODIUM CHLORO LIMITED

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CIN : L24117RJ1993PLC007830



Date: 09.09.2021  
Ref: SSCL/JPR/2021/28

To,  
BSE Limited  
25th Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Kala Ghora, Fort,  
Mumbai, Maharashtra-400001

Risk Scrip code: 530461

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Saboo Sodium Chloro Ltd. is pleased to inform that its 5 Star flagship property Samskara Resort & Spa (Jaipur) has signed a hotel management contract with Ananta Hotels & Resorts for marketing, guest experience enhancement and branding purposes. Ananta Hotels & Resorts is one of India's leading hospitality chains which specializes in resort & Spa tourism, nature specific tourism and is having 100 properties across Rajasthan.

It is one of the leading hospitality chains as Rajasthan is having a major market share in the Resort & Spa and leisure tourism. In comparable properties, Ananta Spa & Resorts Pushkar and The Ananta Resorts Udaipur, are enjoying a very high level of occupancy level of 85% to 90% and GOP of 53%.

A comparable outcome would translate to 100% increase in revenue at Samskara Resort and Spa. Commenting on the deal and development, Mr. Ashutosh Goyal, director at Ananta Hotels & Resorts, said that Samskara is a feather in the cap of Ananta bookend of luxury resort property. And Mr. Giridhar Saboo, Managing Director at Saboo Sodium Chloro Ltd., said, "and in line with our hopes to provide above-market returns to shareholders, we're pleased to tie-up with Ananta. They're a very professional and well-run enterprise and we look forward to seeing that reflect on the numbers at Samskara Resort and Spa".

Hereby, Samskara Resort & Spa will be marketed as Samskara Resort & Spa by Ananta.

(Kindly take the same on record).

Thanking you  
Yours Faithfully

For Saboo Sodium Chloro Limited

  
Giridhar Gopal Saboo  
Managing Director

