

Thomas Cook (India) Limited

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N. M. Joshi Marg, Lower Parel (East),
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Board No.: +91-22-4242 7000
Fax No. : +91-22-2302 2864



February 24, 2025

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
Fax No.: 2272 2037/39/41/61

The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051
Scrip Code: THOMASCOOK
Fax No.: 2659 8237/38

Dear Sir/ Madam,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release of M/s. Sterling Holiday Resorts Limited, wholly owned subsidiary of M/s. Thomas Cook (India) Limited dated February 24, 2025 titled, “Sterling Expands to 50 Destinations with the Launch of Sterling Rudraksh Jaisalmer - 59 Resorts in 50 Destinations Across India - Jaisalmer Becomes Sterling’s 9th Resort in Rajasthan”.

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a



Press Release

Sterling Expands to 50 Destinations with the Launch of Sterling Rudraksh Jaisalmer

- **59 Resorts in 50 Destinations Across India**
- **Jaisalmer Becomes Sterling's 9th Resort in Rajasthan**

24th February 2025 – Sterling Holiday Resorts proudly announces the launch of **Sterling Rudraksh Jaisalmer**, marking a significant milestone as its **59th resort in its 50th destination**. This regal retreat, built from golden-yellow sandstone, echoes Jaisalmer's moniker—"The Golden City."

Nestled in the heart of the **Thar Desert**, along the highway leading to the Indo-Pak border, the resort offers a **tranquil oasis**, combining desert grandeur with Jaisalmer's rich cultural heritage. Just minutes from iconic landmarks, **Sterling Rudraksh Jaisalmer** provides an indulgent escape while immersing guests in the region's history and natural beauty.

Spanning **2.5 acres**, the resort boasts **breathtaking desert views**, elegantly designed rooms & suites with **private sit-outs** & a perfect blend of **traditional Rajasthani aesthetics with modern comforts**. Guests can unwind by the grand pool, witness mesmerizing **Ghoomar and Kalbeliya performances under the stars**, embark on **camel safaris**, or enjoy a **private barbecue amidst the dunes**.

The resort's culinary experiences celebrate Rajasthan's rich flavors. **RockSalt**, the signature resto-bar, serves authentic delicacies like **Laal Maas, Ker Sangri, and Dal Baati Churma**, while **Ripples**, the poolside café, offers gourmet snacks and refreshing beverages in a relaxed setting.

"Sterling Rudraksh Jaisalmer is a regal addition to our growing footprint and marks an important milestone as our 50th destination. It is part of our vision to offer a seamless circuit of curated experiences across Rajasthan—from Mount Abu's cool heights to Udaipur's cultural richness, the wild beauty of Jawai, and now, Jaisalmer's vast desert charm. This resort blends heritage, culture, and adventure, enhancing our portfolio," said **Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts**.

Ideally located near **Bada Bagh, Jaisalmer Fort, Patwaon Ki Haveli, Kuldhara Village, and Gadisar Lake**, the resort also offers access to the **Tanot Mata Temple and Laungewala War Museum**, showcasing the region's heroic history and spiritual significance.

"Sterling Rudraksh Jaisalmer reflects Rajasthan's architectural legacy and craftsmanship. The pure desert air, authentic cuisine, and immersive cultural experiences, combined with Sterling's signature hospitality, set this resort apart. With increasing developments in 'Border Tourism,' we believe Jaisalmer will soon attract global travelers seeking unique desert adventures," said **Surath Banerjee, Managing Director, ADB Hospitality**.

With the launch of **Sterling Rudraksh Jaisalmer**, Sterling continues its commitment to offering **curated experiences** that celebrate India's diverse landscapes and heritage.



About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading hospitality company in India that has a portfolio across 50 unique destinations, comprising of 59 resorts, hotels and retreats with more than 3,100 keys operational. The company caters to leisure stays, Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company offers a network of properties across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations.

Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Athirappilly, Badami, Bokaro, Corbett, Chail, Coorg, Darjeeling, Dehradun, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Jaisalmer, Jawai, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Pushkar, Ranthambore, Rishikesh, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Udaipur, Vythiri, Wayanad, Yelagiri and Yercaud.

Sterling Holiday Resorts Limited is a part of Fairfax Financial Holdings Limited and is a 100% independently managed, wholly owned subsidiary of Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel-related financial services.

For booking and more information, guests can log on to **www.sterlingholidays.com**