

**Thomas Cook (India) Limited**

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August 02, 2023

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, 5<sup>th</sup> 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,

**Ref: 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 (“TCIL”) dated August 02, 2023 titled “Sterling adds to its Kerala footprint with a romantic getaway in Vythiri.”

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

## **STERLING ADDS TO IT'S KERALA FOOTPRINT WITH A ROMANTIC GETAWAY IN VYTHIRI**

- *7th Resort in Kerala and 2nd in Wayanad as part of Sterling's expansion plans*
- *Ideal destination for Couples, Family Vacationers, Reunions and Nature Enthusiasts*

**Chennai, 02.08.2023** – Sterling Holiday Resorts, India's leading leisure hospitality brand, announced the opening of its new resort in Vythiri, Wayanad. This is Sterling's 2<sup>nd</sup> resort in the bustling tourist destination of Wayanad, adding to its existing resort at Sultan Bathery. With this, Sterling's portfolio in God's own country extends to seven.

Nestled amidst a lush 4.5-acre green landscape with 27 beautifully furnished suites and cottages, the main attraction of Sterling Vythiri Wayanad is the tranquil rivulet of the Kabini river flowing through the resort. An awe-inspiring 80 ft giant bamboo thicket and a restored Russian army truck provide unique selfie-spots in the property.

Within a 2-hour drive from Calicut International Airport, and 1 ¼ hour drive from Sterling Wayanad, the resort is ideal as a romantic getaway for couples, newlyweds or nature enthusiasts on a quiet escapade. A stay at Sterling Vythiri Wayanad can help one indulge in much needed 'me-time' with soul-pampering activities. Breath taking sunrise and sunset views, immersive bird-watching trails or a gentle cycling trip around the resort will help one simply unwind.

Spring Valley – the multi-cuisine restaurant promises exotic Moplah / Malabari cuisine along with select Indian and global favourites. Chemmeen kudampuliyittathu, Malabari peralan and Veg mappas promise to offer food enthusiasts a gastronomic journey across Kerala's rich cuisines all at one destination.

Other nearby attractions include the captivating Manjappara View Point, offering picturesque sights, boating in the scenic Pookode Lake, exploring the glass bridge of Thollayiram Kandi, and visiting the unique Seetha temple at Pulpally, the only one of its kind in India. For adventure-seekers, there are options like bamboo rafting at Kuruvadweep, thrilling trekking adventures on the Chembra Peak, and much more to explore.

Speaking on the launch of the resort, **Mr. Vikram Lalvani, MD and CEO of Sterling Holiday** said, "This is our 7<sup>th</sup> resort in Kerala and our portfolio includes: hill stations, lake side, jungle, pilgrimage and drive-to destinations. There is a surging tourism demand for Kerala that we would like to tap and we are planning to further expand our presence with more resorts across the state."

On the occasion, **Mr. Jose Mathews, Director EVM Group** said, "We are sure that our Vythiri resort will form a nice circuit with the existing Sterling Wayanad resort making it an ideal 5-day holiday for our guests to enjoy the natural beauty and rich culture that Wayanad has to offer. We are delighted to join hands with Sterling to present a world-class hospitality experience to our esteemed guests."

Sterling Vythiri Wayanad is currently open for bookings on – **[www.sterlingholidays.com](http://www.sterlingholidays.com)**



## **ABOUT STERLING HOLIDAY RESORTS LTD.**

Sterling Holiday Resorts Limited is a leading leisure hospitality company in India offering a choice of resorts, hotels and retreats. Sterling has a unique hybrid model of business aimed at varied customer segments: with a FIT or hotel vertical and a membership vertical. It also caters to Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company caters to various holiday needs with a resort network across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Corbett, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Rishikesh, Sajan, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates resorts at four unique destinations in Maharashtra.

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