

**Thomas Cook (India) Limited**

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
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December 12, 2022

The Manager,  
Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Scrip Code: 500413

Fax No.: 2272 2037/39/41/61

Dear Sir/ Madam,

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

**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 December 12, 2022 titled “Sterling announces opening of its resort at Tiruvannamalai”.

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

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

**Registered & Corporate Office:**

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.  
Email id: enquiry@thomascook.in CIN No.: L63040MH1978PLC020717  
www.thomascook.in

## STERLING ANNOUNCES OPENING OF ITS RESORT AT TIRUVANNAMALAI

- Sterling Arunai Anantha Tiruvannamalai is their 8<sup>th</sup> resort in Tamilnadu.
- Ideal for spiritual, yoga, heritage and pilgrimage tourism

**12<sup>th</sup> December 2022:** Sterling Holiday Resorts, one of the country's leading leisure hospitality brands, has announced the launch of its property, Sterling Arunai Anantha Tiruvannamalai, in Tamil Nadu, located 3.5 hours (173 kms) from Chennai. The resort was inaugurated by Mr. Vikram Lalvani, Managing Director & CEO of Sterling, and Mr. S. Ravindren, the owner of the resort property, amidst a host of dignitaries.

Tiruvannamalai, described by Ramana Maharishi as the "spiritual capital of the world", attracts tourists from all over the country and around the world to practice yoga and meditation in the ashrams located here. The Arunachaleswara Temple here is more than 1,200 years old and with its spread of 25 acres is arguably the largest temple to Lord Shiva in the world and represents Him in the "Fire" element. The entire Arunachala Hill is considered an embodiment of Shiva and pilgrims circumambulate the hill on full moon days. The recently concluded "Karthigai Deepam" festival saw a record 3.2 million people visiting to witness the lighting of the huge flame fueled by 3 tons of ghee on top of the hill.

Nestled in close vicinity, Sterling Arunai Anantha Tiruvannamalai is the perfect setting for seekers of spirituality, yoga, culture and heritage to unwind and revive. The resort features 30 well-appointed rooms that are spacious, aesthetically appealing and with select rooms offering breath-taking views of the sacred Arunachala Hill.

Inspired by the spiritual and cultural significance of the destination, the resort embodies various visual elements that are designed to rejuvenate body, mind and soul. The "Trikona" or triangle element representing the upward rising energy of Agni and "Padma" or the lotus symbolizing the padmasana or lotus pose in yoga adorn the interiors of the resort. These elements manifest themselves across the resort: in the form of art and décor both in the rooms and in public areas. All of this makes Sterling Arunai Anantha Tiruvannamalai the perfect retreat for peace and tranquility.

The 3.5-acre resort is filled with greenery and boasts of an open-air theatre and landscaped lawns, ideal for morning yoga sessions. With customized menus and expert in-house event planners, these lawns are the ideal venue for weddings, private and corporate events.

Also, honoring the local traditions and spirituality of the town, the resort features an all-vegetarian menu at its restaurant called "Annam" where guests can enjoy multi-cuisine fare and taste the local specialties of the region, like Madras Onion Pakoda and Milagu Perattal. The restaurant also serves Jain food on request to cater to guests who come to visit the Thirumalai Jain temple complex nearby that includes the 12<sup>th</sup> century sculpture of Neminatha, the tallest in Tamilnadu.

**Commenting on the launch of the property, Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts said,** "We are proud to add our 8<sup>th</sup> resort in Tamilnadu. Entering the resort gives one a magical feel of peace and tranquility. It can be the ideal getaway from the hustle and bustle of city-life and with a fort, dam, caves and beautiful hillsides other than the temples and ashrams, there are many Discoveries and Experiences to be had here. Also, being less than 200 kms from Chennai and Bangalore, it can be an ideal destination for weddings and corporate events."

**Speaking on the occasion, Mr. Ravindren, Managing Director of Gemspark Hotels and the owner of the property said,** "We are delighted to become part of the Sterling bouquet of resorts. Our resort has always attracted guests from Bangalore, Chennai and Andhra Pradesh, as well as foreigners who travel here to visit the ashrams or practice yoga. With Sterling's pan-India reach and distribution strength, we are sure to see guests from the rest of the country coming here to enjoy the resort and the destination."

Arunai Anantha Tiruvannamalai 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 which has been delivering great holidays since 1986. The company pioneered Vacation Ownership and has a network of resorts at some of the best holiday destinations in India. Currently, Sterling has resorts located in Alleppey, Anaikatti, Corbett, Dabhosa, Darjeeling, Durshet, Gangtok, Gir, Goa, Godavari, Guruvayur, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Kundalika, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Puri, Rishikesh, Sajan, Sariska, Srinagar, Thekkady, 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.

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