

**Thomas Cook (India) Limited**

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October 14, 2024

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,

**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 October 14, 2024 titled, “Sterling Forays into Jharkhand with Business Hotel in Steel City of India – Bokaro”.

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 Forays into Jharkhand with Business Hotel in Steel City of India – Bokaro

- First Pan-Indian hospitality brand in Bokaro.
- Featuring 74 upscale and well-appointed rooms and suites.
- 6000 sq. ft. indoor Banquet Hall – The largest in the city.
- Chic and Stylish Ballrooms – ideal for meetings and social events.
- 3 diverse and popular dining venues for a range of culinary experiences.

**14/10/2024** Sterling Holiday Resorts – India’s leading leisure hospitality brand has made its debut in Jharkhand with its hotel, Sterling City Centre Bokaro. Located within the SAIL city in the heart of Bokaro, within close distance of all important corporates and landmarks of the city, the property connects seamlessly with the major business sectors in Bokaro & other industrial areas in Jharkhand like Ranchi, Dhanbad and Sindri.

Sterling is the first pan-India hospitality brand in Bokaro and brings its signature warmth and award-winning hospitality to the Steel city. The hotel provides a wide range of rooms and suites ranging from 200 sq.ft to up to 730 sq.ft., all with upscale and chic décor and fully equipped and with all modern amenities – making it the ideal destination for business travelers on short or long stays and for guests using Bokaro as a base to explore the region.

Conveniently located within SAIL city and closest to the airport, the hotel is the ideal venue and epicenter for corporates and leading business houses converging for events and conferences. The hotel boasts of the largest indoor banqueting venue in the city, ‘Conventia,’ which spans 6,000 square feet and is ideal for conferences, exhibitions, and social gatherings. Additional versatile spaces, including the Alora Ballroom, Atrium Lounge, and Outdoor Lawns, cater to a variety of events, from intimate meetings to grand celebrations.

Guests can indulge in a diverse culinary experience across three distinct dining venues. Aurum, a popular pub, offers a live DJ and an extensive selection of premium spirits. The Hub serves as a stylish coffee shop featuring fresh bakes and casual fare, while Melange presents an upscale dining experience with a curated selection of global cuisines in both indoor and outdoor settings.

"The introduction of Sterling City Centre Bokaro marks our first in the vibrant state of Jharkhand. This strengthens our presence in the “Bleisure” (business-cum-leisure) segment – following our hotels running successfully in Madurai, Dehradun, Haridwar etc. Bokaro is at the core of Jharkhand's industrial hub, and our location here positions us to cater to the evolving needs of business around the city and the state." said **Mr. Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts.**

“We are delighted to collaborate with Sterling Holiday Resorts through our partner, Morpho Hotels. Sterling City Centre Bokaro is a testament to Bokaro’s warmth and traditional hospitality. As a landmark property in SAIL City the hotel has commanded respect and admiration from many businesses and locals alike, especially for our large banquet venues, trendy restaurants and pubs. With a whole new renewed product, upgraded rooms and the association of Sterling, I am confident about the boost to our hotel, it will make Sterling City Centre Bokaro a preferred hotel for both business and leisure,” said **Mr. Deepak Gupta, Owner Hans Regency.**

Apart from its proximity to Bokaro Airport and local shopping malls, the hotel ensures ease of access for business travelers to major business centers such as ONGC, SAIL, and Siemens Ltd. and leisure travelers



to explore notable local attractions, including the Baba Baidyanath Jyotirling, the City of Waterfalls – Ranchi, and the Holy Parasnath Hills in Giridih.

### **About Sterling Holiday Resorts Ltd.**

Sterling Holiday Resorts Limited is a leading hospitality company in India that owns & manages 3000 keys, across 53 resorts, hotels and retreats, at 46 unique destinations. The company caters to leisure stays, Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. Under its brands – Sterling & Nature Trails, the company offers a network of hotels 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, Bokaro, Corbett, Chail, Darjeeling, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Pushkar, Rishikesh, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Udaipur, Vythiri, Wayanad, Yelagiri and Yercaud.

Nature Trails operates eco-adventure retreats at 3 unique destinations in Maharashtra: Durshet, Kundalika and Sajan. 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 more information and bookings, log on to <https://www.sterlingholidays.com/>

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