

**Thomas Cook (India) Limited**

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November 21, 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

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 November 21, 2022 titled “Sterling Holidays Unveils New Wildlife Resort in Pench National Park - Expands its Wildlife Resort Footprint to 8 Across India”.

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 HOLIDAYS UNVEILS NEW WILDLIFE RESORT IN PENCH NATIONAL PARK EXPANDS ITS WILDLIFE RESORT FOOTPRINT TO 8 ACROSS INDIA

**November 21, 2022:** Sterling Holiday Resorts, one of the country's leading leisure hospitality brands has announced the opening of its new wildlife resort in Pench National Park.

Sterling Padam Pench, spread out across 5 acres, is strategically located near the Turiya Gate which is at the entrance of the tiger reserve of Pench National Park. The resort boasts of a variety of stay experiences with 22 premier rooms, cottages, mud houses, wooden chalets and tree houses, all inspired by the local art and architecture, coupled with chic and contemporary amenities. As a part of this inspired living feature, experiences that are symbolic to the native Bhil and Gond tribes such as the rooms with thatched roofs, exclusive areas with chaupal setting in the center, earthen chulas, tribal art on the walls, and true jungle living with high rise machans adorn the resort. The resort also boasts of a swank 4-Bedroom, 2 storey Pool Villa with an exclusive swimming pool, private courtyard and personalised butler service.

While staying at this resort, guests can explore the jungle that inspired Rudyard Kipling's 'The Jungle Book' and go on Safari or guided nature walks inside the forest. The resort team includes a resident naturalist who enhances the safari and jungle walk experience by providing in-depth insights of local flora, fauna and wildlife.

Guests can relish the local specialties of Gondwana such as Jhunka Bhakar, Patyod or a full-fledged Gondwana Thali at 'Alikatta' the restaurant at Padam Pench. Sterling LOCAL is the signature restobar of Sterling present in 10 resorts around the country and the same is also being brought to Pench. Sterling LOCAL celebrates desi (local) flavors, combining them with internationally favorite beverages and snacks and will feature Mahua based cocktails and snacks like Garadu.

Sterling's Subuthi Spa – their brand present across 21 resorts, will be at Padam Pench and will feature its signature spa therapies for guests to relax and experience serenity on their holiday. The resort is also fully equipped to handle incentives, meetings, and destination weddings for up to 500 pax, with an indoor banquet space for 200 and open lawns for another 300 people. The resort also has a swimming pool, many indoor and outdoor games, and activities that can engage guests of all age groups especially children.

*Commenting on the property launch, Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts said "We are thrilled to unveil Sterling Padam Pench in Madhya Pradesh. This is in line with our expansion plans into new destinations where Discoveries and Experiences are the core of our product and service offerings. With Padam Pench we will also be increasing the inventory in the wildlife segment to 300 plus rooms and will be bringing in many new facilities and specialists to enhance the whole holiday experience for the discerning leisure travelers. We assure our guests that at Sterling Padam Pench the discovery will be as exciting as the find.*

*On the occasion of the launch, Mrs. Jonna Vinesh Pillay, the owner of Padam Pench said, "We are proud to be part of the Sterling Holidays bouquet of resorts. Our experience of living in a joint family has inspired us to design a resort, as if the guests were my own family. Having travelled widely I was motivated by different cultures and have brought a few of those into our resort -- like the art from the villages of Chhindwara to décor from Rajasthan to the ceilings of Uttarakhand to the wood houses that I have seen in Switzerland. I was also impressed by the local artists and have been mindful to showcase their style throughout the resort. All this, while*

*maintaining the pristine greenery around the living spaces, so that our guests can get the experience of a jungle resort."*

Sterling Padam Pench 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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