

Thomas Cook (India) Limited

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June 26, 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 June 26, 2024 titled, “Sterling Holiday Resorts Announces ELDP Program in partnership with Indian School of Hospitality”.

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 Holiday Resorts Announces ELDP Program in partnership with Indian School of Hospitality

26th June 2024, Sterling Holiday Resorts, India's leading leisure hospitality brand announces its Emerging Leaders' Development Program, powered by knowledge partners Indian School of Hospitality (ISH).

Sterling Holidays, a pioneer in holiday segment across India, signed an MOU with the Indian School of Hospitality (ISH) – a premier institute for hospitality education in India. The strategic aim of this partnership is to elevate the skills and talents of the professionals at Sterling, by offering ISH's globally recognized curriculums, innovative learning methods, and expert mentoring from industry leaders. Overall, the initiative is to help foster young talent and prepare future leaders to support Sterling's growth plans in the country.

Sterling's Emerging Leaders Development Program (ELDP), a 12-month initiative, will now feature a 4-month campus immersion program powered by ISH. This program will focus on key areas such as Customer-Focused Marketing Strategies, Personal and Organisational Leadership, Financial Business Acumen, Hotel Revenue Management and Distribution Strategy, Hotel Asset Management, Digital Age Marketing Strategies, and Leadership in the World of AI.

"The Emerging Leaders Development Program is a testament to ISH's commitment to empower the future leaders of the hospitality industry and drive positive change and excellence in the segment. The initiative will deliver comprehensive training and promote critical thinking, leadership skills and innovation to ensure that the participants excel in their roles as General Managers," said Mr Dilip Puri, Founder & Executive Chairman, Indian School of Hospitality.

"At Sterling we are dedicated to the culture of nurturing and growing internal talents. My own journey here is a testament to this, starting from Head of Revenue and Sales to Business Development and now as a CEO & MD. With the benefits of a sought-after curriculum offered by the industry stalwarts at ISH, we aim to reinforce this philosophy with an expert touch" said Mr. Vikram Lalvani, CEO & MD, Sterling Holiday Resorts Limited.

ISH is a part of Sommet Education's global network of 18 campuses across 8 countries, which includes the preeminent Les Roches, École Ducasse, and Glion brands. The institutions' students benefit from global articulation pathways, strong industry associations, and the strong alumni networks of Sommet.



About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading hospitality company in India that owns & manages 50 resorts, hotels and retreats, across 45 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.

Currently, Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Athirappilly, Corbett, Chail, Darjeeling, Dehradun, 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 careers at Sterling, log on to **www.sterlingholidays.com/careers** or write to us directly at careers@sterlingholidays.com