

Thomas Cook (India) Limited

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N. M. Joshi Marg, Lower Parel (East),
Mumbai - 400 013.
Board No.: +91-22-4242 7000
Fax No. : +91-22-2302 2864



March 17, 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, 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, a wholly owned subsidiary of M/s. Thomas Cook (India) Limited (“TCIL”) dated March 17, 2023 titled “Sterling Holidays announces launch of Resort in Chail, Himachal Pradesh.”

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.
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www.thomascook.in

STERLING HOLIDAYS ANNOUNCES LAUNCH OF RESORT IN CHAIL, HIMACHAL PRADESH

- ✓ 40th resort in its portfolio, 8th resort in the Himalayan range.
- ✓ Resort located amidst greenery of Shivalik Valley providing a restful experience away from the crowds.

17 March 2023: Sterling Holiday Resorts is a leading leisure hospitality brand, with resorts across hills, beaches, jungles, waterfront, heritage, pilgrimage, adventure, and drive-to locations. The company announced the launch of Sterling Shivalik, in the exotic destination of Chail in Himachal Pradesh.

Sterling Shivalik Chail is a charming boutique mountain retreat consisting of 32 rooms, situated 24 kilometers from Shimla. The rooms, which feature contemporary décor, are crafted from Deodar and Pine wood to reflect the local architecture and also features Seesham and Walnut wood for style. Duplex suites, ideal for families of four, have double beds on both levels, and the upper floor features picture windows for an unobstructed view of the night sky. The highlight of each room is the private sit-out that provides guests with a stunning vista of the picturesque Shivalik valley, which is home to a lush array of Deodar and Pine trees. With its beautiful natural scenery, Sterling Shivalik Chail offers the perfect opportunity to immerse oneself in the mountains, relax, and unwind away from the bustling crowds, while experiencing a serene stay in the lap of the Himalayas.

Guests of the resort can indulge in the unique flavours of 'Pahari' and Himachali cuisine at "*Tibba*," the on-site restaurant. The warm and welcoming staff strive to make each guest's stay at Sterling Shivalik Chail an enchanting and memorable experience.

Chail, once the summer capital of Patiala, is a hill station that is easily accessible and enjoys pleasant weather all year round. Visitors can engage in a variety of exciting experiences, such as a tour of the Chail Palace, a popular location for shooting Indian movies; relaxing by the pristine Sadhupul Lake; exploring the alluring hiking trails in the vicinity; catching a glimpse of flying squirrels at the Chail Wildlife Sanctuary, or marveling at the breathtaking panoramic view of the snow-capped Himalayan ranges at Kali ka Tibba.

Sterling Shivalik Chail also offers unique curated experiences, such as the "Pahari Village Tour," where guests can immerse themselves in Himachali culture by observing traditional village houses, chatting with locals, sampling local cuisine, learning about farming, and even participating in apple harvesting, including the picking of fresh apples with local farmers during the season.

Speaking on the inauguration of the property, Mr. Vikram Lalvani, Managing Director and CEO of Sterling Holiday Resorts said, "We are delighted to announce the launch of Sterling Shivalik Chail. Holiday seekers prefer the mountains to beat the heat – and in line with this demand, Sterling has a strong portfolio of 18 mountain resorts in both popular and new-age destinations. This is our 8th resort in the Himalayan ranges and forms an interesting circuit with our resort in Kufri as well."

Speaking on the occasion, Mr. Shriram Thakur, owner of the resort said, "I am thrilled to include Shivalik Chail in the Sterling bouquet of resorts. Sterling has the reputation of taking unexplored destinations and making them popular using their strong network and operational resources. I am sure they will make Chail a prominent destination on the tourism map of the country."

Sterling Shivalik Chail is currently open for bookings on – 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, Pench, Puri, Rishikesh, Sajan, Sariska, 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.
