

**Thomas Cook (India) Limited**

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



June 16, 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 dated June 16, 2023 titled “Sterling Local – the most happening Restobar opens at Sterling Karwar.”

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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## STERLING LOCAL – THE MOST HAPPENING RESTO BAR OPENS AT STERLING KARWAR

- **Specially curated menu with local ingredients infused in popular drinks.**
- **DJ-nights, special events and value-added packages make it the most happening resto-bar.**
- **Sterling Karwar is an ideal base to explore Karwar and Goa from.**

**Karwar, June 16, 2023** – Sterling Holiday Resorts is a leading leisure hospitality brand, with resorts across the country in hills, beaches, jungles, waterfront, heritage, pilgrimage, adventure, and drive-to locations. As a brand that has been synonymous with providing exceptional holiday experiences, Sterling has once again pushed the boundaries of discovery and delight with the launch of Sterling LOCAL, a vibrant resto-bar. The grand inauguration took place on June 11, 2023, and marked the 14th Sterling LOCAL across their resorts.

Karwar, an idyllic sea-side city in North Karnataka, is known for its beautiful untouched beaches. Located conveniently on the highway, beside the estuary of the river Kali joining the Arabian sea – Sterling Karwar can be the ideal place for holidayers to stay and explore the region, especially South Goa, due to its proximity.

Located at Sterling Karwar, Sterling LOCAL provides a vibrant watering hole for the people of Karwar and a change of scene for the people living in South Goa – especially Cancona and Palolem – for who it is less than a 30-minute drive away, to enjoy a lovely evening at Sterling LOCAL and follow it up with a relaxed stay overnight.

Sterling LOCAL is an innovative resto-bar that showcases a carefully curated selection of hand-picked local ingredients which are then skilfully blended and infused into popular global favourites, resulting in an entirely new and exciting flavour profile. Each dish and drink has been thoughtfully crafted to showcase the rich culinary heritage of the region, ensuring that every visit to Sterling LOCAL is a celebration of all things 'Desi.'

Among the specialty drinks available at Sterling LOCAL in Karwar, patrons can indulge in the exquisite Vodka Kokum Mojito. This exceptional blend combines Russian vodka with the quintessential Cuban punch, adding a refreshing local twist with the infusion of kokum juice. The tangy flavor of the drink cuts through the sweetness of jaggery and enhances the freshness of mint, creating a truly unique experience. Other must-try beverages include the Panchamrut Patoka, a tangy cocktail crafted with lime juice, gold rum, brandy, triple sec, and a splash of Angostura bitters, as well as the Santra Sour, a classic whiskey sour enriched with fresh orange juice, triple sec, and a squeeze of lemon juice, garnished with an orange slice to highlight the essence of 'santra' in the sour.'

The resto-bar also serves speciality Karwari delicacies, especially seafood from the Karwar region, prepared by local experts.

Mr. M. Harinath, Vice President Marketing of Sterling, expressed his enthusiasm about the launch, saying, "With Sterling LOCAL, we are bringing the best of local flavours and global favourites together to create an unforgettable experience for our guests. We believe that food and beverages have the power to evoke emotions and create lasting memories, and we have brought Sterling LOCAL to Karwar for our in-house guests and to delight the local population as well, who up until now had to travel to Goa for a happening resto-bar."

Sterling LOCAL at Karwar aims to provide a unique blend of culinary excellence, local charm, and warm hospitality. With DJ-nights, special events, interesting value-added packages like a special rate for unlimited pours and a night's stay, Sterling LOCAL with its wonderfully curated menu, is the new happening place, south of South Goa, in Karwar.



#### **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, Chail, 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, Shimla, Srinagar, Thekkady, Tiruvannamalai, Wayanad, Yelagiri and Yercaud. Sterling Holidays also owns 'Nature Trails Resorts Private Limited' – an adventure holiday company that operates retreats 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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