

Thomas Cook (India) Limited

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August 13, 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 August 13, 2024 titled, "Discover the Ancient Heritage of Badami at Sterling's new resort in Karnataka –

- Spacious 10-acre property for a tranquil holiday
- 23 spacious cottages styled rooms with sit-outs, largest in the region
- Vatapi – Multi cuisine restaurant offering authentic local Saoji cuisine
- Close to numerous heritage caves, temples, rock climbing and trekking trails".

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

Date: 13th Aug-2024

Discover the Ancient Heritage of Badami at Sterling's new resort in Karnataka

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Sterling proudly announces the opening of its latest resort Sterling Banashree Badami, a quaint getaway nestled in the ancient heritage city of Badami, Karnataka. The new property in this hidden gem, marks a significant addition to Sterling's portfolio of 50 plus resorts across India and offers a unique blend of historical charm, adventure and natural beauty.

Badami, nestled in the heart of Karnataka, is a treasure trove of ancient heritage and architectural marvels. Known for its stunning rock-cut cave temples with intricate carvings, Badami offers a glimpse into the grandeur of the Chalukya dynasty. Pattadakal, nearby is a UNESCO World Heritage site and Aihole is considered the "Cradle of Indian Temple Architecture" – the designs created here have inspired various large & famous temples in the country. The area's unique sandstone formations make it a hotspot for rock climbing enthusiasts.

Sterling Banashree Badami set within 10 acres of lush mango, coconut, and neem groves is a treasure trove featuring vast expanses of natural vistas, designed for laid-back holidays for some, and as a base for immersive adventure-holidays for others.

The resort features Garden View Cottages and Premier Rooms, all designed as villa-styled cottages featuring spacious sit-outs allowing guests to enjoy the tranquil surroundings. Starting at 558 square feet the cottages are the largest of their kind in the region and come equipped with modern amenities, including a bathtub for relaxation after a day of exploring the destination. Notably, Sterling Banashree Badami is pet-friendly, welcoming furry companions to join their owners on vacation.

"We are delighted to launch Sterling Banashree Badami to increase our footprint in Karnataka and to further strengthen our presence in the Heritage circuit thus catering to the growing interest towards Heritage destinations amongst the new-age travellers." **said Mr. Vikram Lalvani, Managing Director and CEO, Sterling Holiday Resorts Limited.**

Dining at the resort is an experience, with Vatapi, the multi-cuisine restaurant, serving a delightful array of global and Indian dishes. Guests are encouraged to indulge in the exquisite Saoji cuisine, a local specialty that showcases the flavours of Karnataka.

Sterling Banashree Badami is not just a retreat for leisure travellers; it also caters to corporate events and weddings. The property boasts a 4,000 square foot pillarless hall



that can accommodate up to 300 guests, along with three expansive lawns and a private gazebo for outdoor events. The resort promises comprehensive planning services and exceptional hospitality to ensure a seamless experience for all occasions.

"We are excited to be associated with Sterling Holidays. Sterling Banashree Badami is a unique resort that is designed for large families and adventure enthusiasts and is ready to host intimate weddings too. With Sterling's expertise in developing destinations, we hope to make our resort a landmark for all kinds of domestic and international travellers," **said Mr. Ashok Kattimani, owner, Sri Ranganath Hotels & Resorts Pvt. Ltd.**



About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading hospitality company in India that owns & manages 50-plus resorts, hotels and retreats, across 45-plus iconic 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, Badami, 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 and bookings, log on to www.sterlingholidays.com/

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