

Thomas Cook (India) Limited

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N. M. Joshi Marg, Lower Parel (East),
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Board No.: +91-22-4242 7000
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December 19, 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 dated December 19, 2024 titled, “Sterling Unveils the Reimagined Sterling Palavelli Godavari in the Heart of Konaseema”.

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 Unveils the Reimagined Sterling Palavelli Godavari in the Heart of Konaseema

19th December 2024 – Sterling Holiday Resorts, India’s leading hospitality brand, proudly announces the reimagined **Sterling Palavelli Godavari**. Nestled across 13 acres of lush greenery on the serene banks of the Godavari River, this riverside retreat invites travellers to rediscover nature, culture, and luxury in the heart of Konaseema.

Surrounded by coconut plantations & a vibrant biodiversity hotspot with 23 exotic species of flora, the resort offers guests a sensory escape. Guests wake up to the mesmerizing sight of Amazonica lilies & thousand-petal lotuses blooming in the central pond, setting the stage for tranquil mornings.

A Blend of Heritage & Comfort

The reimagined resort celebrates regional artistry and architecture, offering an eclectic mix of accommodations: **Zamindar-style Houses** and **Mud Houses** for rustic charm, **Manduva Logili rooms** showcasing local craftsmanship, and spacious, newly upgraded rooms and suites (up to 750 sq. ft.) with modern comforts and elegant aesthetics, perfect for families and discerning travellers.

“We are delighted to unveil the reimagined Sterling Palavelli Godavari, reflecting our commitment to offering unique and immersive travel experiences. With its rich cultural tapestry, stunning riverside location, and thoughtfully upgraded amenities, this property exemplifies our dedication to preserving the essence of each region while delivering unparalleled comfort and memorable experiences,” **said Mr. Vikram Lalvani, Managing Director & CEO, Sterling Holiday Resorts.**

A Culinary Journey with ‘Konaseema’

The resort’s all-day dining restaurant, **Konaseema**, features a thoughtfully curated menu that revives native flavours. Guests can indulge in local delicacies like the famed Pulasa fish and the delightful Pootharekulu, alongside popular Indian and international cuisines.

Endless Experiences & Thrills

From laidback luxury to adrenaline-pumping adventures, Sterling Palavelli Godavari is a complete getaway offering: an **Infinity Pool** for relaxation, **Subuthi Spa** for rejuvenation, **speed-boat rides** on the Godavari, On-site **adventure activities**, **Mini-island celebrations** and water games.

A Venue for Every Occasion

Sterling Palavelli Godavari caters to all occasions with 2 acres of outdoor spaces for **grand weddings** & events with the river as a stunning backdrop, a Houseboat for exclusive **CXO meetings** and high-tea cruises, traditional courtyards offering multiple Instagram-able venues for unforgettable celebrations.

Celebrate Konaseema’s Culture

The resort brings the vibrant culture of Konaseema to life through curated activities: **Folk performances** such as Burra Katha, Regional festivities like **‘Sankranti Sandharbaralu’** (Sankranti Celebrations) in January, **Temple trails**, paddy cultivation tours, and **jaggery-making workshops** for curious travellers. From serene sunsets on the river to culturally immersive adventures, Sterling Palavelli Godavari promises an unforgettable getaway.



For bookings and more details, visit: www.sterlingholidays.com

About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading hospitality company in India that owns & manages more than 3000 keys, across 57 resorts, hotels and retreats, at 48 unique 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.

Sterling has resorts at some of the best holiday destinations in India, located in Alleppey, Anaikatti, Athirappilly, Badami, Bokaro, 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, Ranathambore, 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.