

**Thomas Cook (India) Limited**

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



May 23, 2025

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,

**Sub: 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 May 23, 2025 titled, “Sterling Crosses ₹5 Billion Annual Revenue for the 1<sup>st</sup> Time”.

- 13% YoY growth in total revenue in FY25
- 20 Consecutive Quarters of Profits, 100% Debt Free
- 61 Resorts and 3,254 Rooms

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.  
Email id: enquiry@thomascook.in CIN No.: L63040MH1978PLC020717  
www.thomascook.in



Press Release: 23<sup>rd</sup> May 2025

## **Sterling Crosses ₹5 Billion Annual Revenue for the 1<sup>st</sup> Time.**

- **13% YoY growth in total revenue in FY25**
- **20 Consecutive Quarters of Profits, 100% Debt Free**
- **61 Resorts and 3,254 Rooms**

Sterling Holiday Resorts, a key player in India's leisure hospitality segment, announced its results, recording a total revenue from operations of **₹5,202 Mn for FY25** – a milestone for the company, marking 13% YoY growth. Sterling maintained a healthy EBITDA margin of 34% in FY25 and remained **completely debt-free**.

FY25 saw Sterling cross **3,200 keys** and expand to **61 resorts**, in **53 destinations** across the country, with the launch of new resorts in Q4 at **Jaisalmer (in Rajasthan), Tipheshwar (Maharashtra)** and **Amritsar (Punjab)**.

Sterling's footprint now extends across **17 Indian states**, with strong regional clusters of **9 resorts each in Kerala and Tamilnadu, 8 resorts each in Rajasthan and Maharashtra, and 7 in Uttarakhand**. Their portfolio spans multiple leisure themes, with **13 resorts in wildlife destinations, 13 in the Himalayas, and 11 in spiritual circuits**. The company is also focusing on expanding its presence with hotels in the business + leisure (bleisure) segment like its hotels in Madurai, Karwar, Bokaro, Dehradun etc.

"Crossing ₹5 billion in revenue is a landmark moment for us. We have also crossed ₹ 1 billion in food & beverage (F&B) revenue. We have re-oriented our F&B offerings, set up specialty restaurants in several of our resorts and increased our focus on the banquet business – and we will continue to leverage this source of revenue. We remain focused on delivering high-quality, differentiated experiences as we expand across India through our asset-right strategy," said **Mr. Vikram Lalvani, MD & CEO, Sterling Holiday Resorts**.

On customer satisfaction: with the TripAdvisor Traveler's Choice Awards: Sterling Kanha won **Best of the Best for the 3rd consecutive year. 30 Resorts were awarded Traveler's Choice Awards** – 10 of them won it for the 3rd year in a row, 8 others have won it for 2 years in a row.

**Sterling Puri**, our 121-key flagship resort, was awarded **Best Family Resort of the Year** at the **CMO Asia Odisha Leadership Awards 2025**.

Sterling's ESG initiative, **Sterling Sankalp**, focuses on sustainability and community upliftment:

- **Energy Efficiency:** Deployment of heat pumps, EV charging stations, and investments in solar and wind energy.
- **Waste Management:** Plastic elimination via in-house water bottling plants in four resorts.
- **Water Conservation:** Initiatives in rainwater harvesting and grey water recycling.
- **CSR:** Continued contributions to the Fairfax India Charitable Foundation, supporting "Project Dialysis," which has installed over 2,000 dialysis machines across India.

Notably, **Sterling Munnar** was awarded **Gold in the 14th RCI Green Awards**, becoming the **first resort in the entire Middle East, Africa, and Asia-Pacific region** to receive this prestigious honour.

Looking ahead, with strong demand tailwinds in domestic tourism, a robust pipeline of resorts, and core investments in technology, leadership, and people already in place, Sterling is confident of delivering a year of strong growth and value creation.



#### **About Sterling Holiday Resorts Ltd.**

**Sterling Holiday Resorts Limited** is a leading hospitality company in India that has a portfolio across **53 unique destinations**, comprising of **61 resorts, hotels and retreats** with more than **3,200 keys** operational. The company caters to leisure stays, Meetings and Conferences (MICE), Destination Weddings, Reunions, Picnics and Group travel. The company offers a network of properties 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, Amritsar, Anaikatti, Athirappilly, Badami, Bokaro, Corbett, Chail, Coorg, Darjeeling, Dehradun, Gangtok, Gir, Goa, Godavari, Guruvayur, Haridwar, Jaisalmer, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Pushkar, Ranthambore, Rishikesh, Rudraprayag, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Tipheshwar, Udaipur, Vythiri, Wayanad, Yelagiri and Yercaud.

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 booking and more information, guests can log on to [www.sterlingholidays.com](http://www.sterlingholidays.com)