

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



April 7, 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 April 7, 2025 titled, "Sterling Debuts in Punjab with the Launch of Sterling Borderland Amritsar".

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

Sterling Debuts in Punjab with the Launch of Sterling Borderland Amritsar

- **First Sterling Resort in Punjab**
- **Iconic City-Centre Location**
- **For Leisure, Business & Celebrations**

April 07, 2025 – Sterling Holiday Resorts proudly announces the launch of **Sterling Borderland Amritsar**, marking the brand's foray into the culturally rich and historically vibrant state of **Punjab**. With this opening, Sterling expands its footprint to 53 destinations across India, spanning hills, beaches, jungles, heritage hubs, and spiritual centres.

Located on **Lawrence Road**, the primary shopping hub, the hotel offers a seamless blend of elegant design and signature Sterling hospitality. Its central location provides easy access to Amritsar's revered **Golden Temple** – just 4 kms away, other landmarks like **Jallianwala Bagh** and the **Wagah Border**, as well as key shopping streets and office hubs such as **Ranjit Avenue and Queen's Road**—making it ideal for both **leisure and business travellers**.

The hotel features thoughtfully designed **Classic Rooms, Premier Rooms, and Junior Suites**, with plush interiors and a choice of king or twin beds, suited for solo guests, families, and business visitors.

Sterling's signature restaurant, **Curry Cravings**, offers an eclectic dining experience with authentic Punjabi flavours such as Amritsari Fish, Dahi Kebabs, and Patiala Dohri Seekh Kebab, along with global favourites, served in an ambiance that seamlessly blends contemporary flair with traditional charm.

With over **10,000 sq. ft. of versatile event space** across **Darbar 1 and Darbar 2**, the hotel caters to **corporate events, weddings, and social celebrations**. Elegant interiors, premium amenities, and a dedicated events team ensure every gathering is a memorable one.

"Sterling Borderland Amritsar is a key milestone in our expansion journey," said **Mr. Vikram Lalvani, MD & CEO, Sterling Holiday Resorts**. "Amritsar, with its deep-rooted heritage and commercial relevance, is an ideal location for our 'bleisure' model that caters to both the business & leisure segments and blends local experiences with world-class service."

"We are delighted to partner with Sterling, known for their warm hospitality and professionalism and are confident that with Sterling, our guests will have a truly exceptional experience at the hotel," said **Mr. Rajinder Chopra(Kitty) & Mr. Gaurav Shingari Managing Director and Mr. Harshvardhan Chopra, Director, Borderland Hotel**.

From the **serenity of the Golden Temple** to the **buzz of Lawrence Road**, Sterling Borderland Amritsar is the perfect base to explore Punjab, while enjoying the signature warmth and comfort that Sterling is known for.

For bookings and more information, visit www.sterlingholidays.com.



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, Jawai, Kalimpong, Kanha, Karwar, Kodaikanal, Kufri, Lonavala, Madurai, Manali, Mount Abu, Munnar, Mussoorie, Nainital, Ooty, Panchgani, Pench, Puri, Pushkar, Ranthambore, Rishikesh, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Tirtheshwar, 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