

Thomas Cook (India) Limited

11th Floor, Marathon Futurex
N. M. Joshi Marg, Lower Parel (East),
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Board No.: +91-22-4242 7000
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May 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 May 7, 2025 titled, “Sterling Expands Spiritual Circuit with the Launch of Sterling Kastoori Rudraprayag - 11th property in the Spiritual Circuit for Sterling - 7th in Uttarakhand”.

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:

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Press Release

Sterling Expands Spiritual Circuit with the Launch of Sterling Kastoori Rudraprayag

11th property in the Spiritual Circuit for Sterling | 7th in Uttarakhand

Chennai, 7 May 2025: With spiritual tourism emerging as one of the fastest-growing segments in Indian travel, Sterling Holiday Resorts is expanding its footprint to meet this rising demand. The launch of **Sterling Kastoori Rudraprayag** marks the brand's **11th resort in its spiritual tourism circuit** and its **7th property in Uttarakhand**, reinforcing Sterling's commitment to offering soulful, immersive stays at India's sacred destinations.

According to the recent reports by KPMG in India and PHDCCI, spiritual tourism in India is poised for significant growth in the coming years, driven by rising interest in wellness, pilgrimage, and cultural rediscovery. Sterling is actively tapping into this trend with dedicated resorts at key spiritual hubs across India — including **Rishikesh, Haridwar, Guruvayur, Tiruvannamalai, Madurai, Puri, Amritsar, Pushkar, Mount Abu, and Badami**.

The newest addition, **Sterling Kastoori Rudraprayag**, is located along the **Badrinath Highway**, just 2 km from the sacred confluence of the Alaknanda and Mandakini rivers. It serves as a peaceful yet well-connected base for **Char Dham pilgrims**, nature lovers, and trekking enthusiasts.

The hotel features thoughtfully crafted accommodations — from cosy rooms to suites with private balconies and bathtubs, all with panoramic views of Himalayan valleys. Guests can dine at **Vatika**, the in-house pure vegetarian restaurant offering regional fare and special Jain meals for pilgrims, or relax at the café lounge **Chai & You**.

For small gatherings, retreats, and offsites, the property includes a versatile banquet hall for up to 60 guests. Treks to **Tungnath, Deoriatal, and Chandrashila** are easily accessible, with **Chopta** nearby as a key basecamp.

"Sterling Kastoori Rudraprayag is a strategic step in our vision to bring transformational travel experiences to destinations rich in spiritual and natural significance," said **Mr. Vikram Lalvani**, MD & CEO, Sterling Holiday Resorts. *"This launch reinforces our commitment to making Uttarakhand a key focus area for meaningful and immersive stays."*

"We're proud to partner with Sterling Holiday Resorts. Their expertise and guest-first approach give us full confidence that Sterling Kastoori Rudraprayag will redefine hospitality standards in the region," said **Shri Mahabeer Singh Panwar**, MD, Hotel Kastoori Inn.

Rudraprayag is both a spiritual and scenic destination — a gateway to sacred shrines and tranquil treks. It is easily accessible by road from Rishikesh and Haridwar, with the nearest airport (Jolly Grant in Dehradun) and railway station (Rishikesh) just a few hours away.



With this launch, Sterling continues to offer curated experiences for India's spiritually inclined travellers while enriching its diverse resort portfolio.

About Sterling Holiday Resorts Ltd.

Sterling Holiday Resorts Limited is a leading hospitality company in India that has a portfolio across **54 unique destinations**, comprising of **62 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, Rudraprayag, Sariska, Shimla, Srinagar, Thekkady, Tiruvannamalai, Tirthashwar, 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