

M&A Lab

December 30, 2014

LET'S HOLIDAY TOGETHER: THOMAS COOK ACQUIRES STERLING HOLIDAY!

On February 7, 2014, the Prem Watsa (ie. the Fairfax group) promoted Thomas Cook (India) Limited ("Thomas Cook") further extended its arms into India with the acquisition of India's time-share and holiday pioneer, Sterling Holiday Resorts Limited ("Sterling") ("Deal"). Through this Deal, Thomas Cook will also purchase over 20 hotels, resorts and other properties owned by Sterling across India, Sri Lanka and Mauritius. The Deal made headlines, owing to the brands involved, the possibility of a change in the dynamics in the holiday sector in India and the complex structure of the Deal.

Both Thomas Cook and Sterling being public listed entities, the Deal entailed a multi-layered complex acquisition process including a primary share acquisition and share subscription, followed by a mandatory open offer and eventually a Court sanctioned merger and demerger. In between the public announcement and completion of share acquisition, certain market purchases were also made by Thomas Cook.

The Deal reflects the growing interest in travel and tourism sector in India. All eyes now turn to Sterling CEO Ramesh Ramanathan to see whether the full potential of this fresh-start is met.

This M&A Lab analyzes the legal, regulatory, tax and commercial considerations pertaining to the Deal.

For a detailed analysis of the commercial, legal, regulatory and tax considerations and to access the M&A Lab, please [click here](#).

– Ashish Alexander, Dipanshu Singhal, Arun Scaria, Simone Reis & Nishchal Joshipura

You can direct your queries or comments to the authors

DISCLAIMER

The contents of this hotline should not be construed as legal opinion. View detailed disclaimer.

This Hotline provides general information existing at the time of preparation. The Hotline is intended as a news update and Nishith Desai Associates neither assumes nor accepts any responsibility for any loss arising to any person acting or refraining from acting as a result of any material contained in this Hotline. It is recommended that professional advice be taken based on the specific facts and circumstances. This Hotline does not substitute the need to refer to the original pronouncements.

This is not a Spam mail. You have received this mail because you have either requested for it or someone must have suggested your name. Since India has no anti-spamming law, we refer to the US directive, which states that a mail cannot be considered Spam if it contains the sender's contact information, which this mail does. In case this mail doesn't concern you, please unsubscribe from mailing list.

Proud Moments

FT Innovative Lawyers Asia Pacific 2019 Awards: NDA ranked 2nd in the Most Innovative Law Firm category (Asia-Pacific Headquartered)

RSG-Financial Times: India's Most Innovative Law Firm
2019, 2017, 2016, 2015, 2014

Chambers and Partners Asia Pacific: Band 1 for Employment, Lifesciences, Tax and TMT
2019, 2018, 2017, 2016, 2015

Benchmark Litigation Asia-Pacific: Tier 1 for Government & Regulatory and Tax
2019, 2018

IFLR1000: Tier 1 for Private Equity and Project Development: Telecommunications Networks.
2019, 2018, 2017, 2014

Legal500: Tier 1 for Dispute, Tax, Investment Funds, Labour & Employment, TMT and Corporate M&A
2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012

AsiaLaw 2019: Ranked 'Outstanding' for Technology, Labour & Employment, Private Equity, Regulatory and Tax

Research Papers

Augmented, Virtual and Mixed Reality - A Reflective Future
September 19, 2019

Digital Health in India
September 19, 2019

India Opens Skies for Drones
August 22, 2019

Research Articles

The Tips and Traps to Avoid When Investing in India
December 31, 2018

Evolving HR Law: Giving GCs Sleepless Nights?
June 01, 2017

India confirms intent to sign BEPS

multilateral instrument curbing tax avoidance

May 17, 2017

Audio

Round Table + Webinar: 'Title Insurance' – A Game Changer for Structuring Investments into Indian Real Estate Sector

August 07, 2019

Webinar: Amendments to Insolvency and Bankruptcy Code: Potential Impact on Creditors, Investors and Litigants

August 01, 2019

Webinar: India Budget 2019 : Implications for the International Business Community

July 09, 2019

NDA Connect

Connect with us at events, conferences and seminars.

NDA Hotline

[Click here to view Hotline archives.](#)

Video

BTVI The Big Story

ET Now State Of The Economy

ET Now India Tonight
