

Thomas Cook (India) Limited

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December 6, 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 dated December 6, 2024 titled, “Thomas Cook and SOTC's data reveals strong demand for Winter Tourism Online searches surge by 33% Winter Wonderland experiences emerge as a significant trend”.

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

Thomas Cook and SOTC's data reveals strong demand for Winter Tourism Online searches surge by 33% Winter Wonderland experiences emerge as a significant trend

- Top Winter experiences/attractions: festive Christmas markets and decor/light ups, soft adventure and winter sports, seasonal gastronomy and unique stays
- Top destinations: Switzerland, France, Germany, Austria, UK, Norway, Sweden, Finland, Japan (International); Gulmarg, Spiti and Solang Valley, Auli, Nainital, Rajasthan, North East, Darjeeling, Siliguri, Coorg, Ooty and Kodaikanal (Domestic)
- Emerging on the radar: Georgia, Azerbaijan, Uzbekistan, Kazakhstan, Czech Republic, Iceland, Greenland, Denmark, Croatia

Mumbai, December 6, 2024: The emergence of Winter Tourism is reshaping travel trends for Indian travellers, with a growing preference for destinations that offer an ideal blend of festive charm, scenic beauty and outdoor adventures. The allure of winter landscapes, combined with Christmas and New Year celebrations, has become a significant draw, especially for working professionals seeking to utilise their annual leave; also multigenerational families, honeymooners, groups of friends and GenS/seniors. Recognizing this shift, Thomas Cook (India) Limited, India's leading omnichannel travel services company, and its Group Company, SOTC Travel, have launched an extensive range of ready-to-book, air-inclusive, land-only and customizable Winter Holidays, catering to all budgets and preferences, across top domestic and international destinations.

Showcasing the best of winter, the Companies' portfolio features fun and exciting experiences – snowmobiling, snowboarding and tobogganing in Scandic Lapland; chasing the Northern Lights on husky safaris in Norway/Finland; skiing in the Swiss Alps or Nagano; ice skating, sleigh rides and carnival games in Georgia; exploring magical Christmas markets and festivities in Strasbourg, France—the "Capital of Christmas", the Sapporo Snow Festival in Japan.

Additionally, the Companies' domestic winter portfolio offers a variety of experiences from snowy mountain escapes to cultural festivals. Soft adventure and winter activities like mountain biking/gondola rides in Gulmarg; ice skating/snowboarding in Shimla, skiing in Auli; winter festivals including Gujarat's Rann Utsav or Nagaland's Hornbill Festival; glamping in Rajasthan.

Top Winter Tourism trends:

- **Growing demand for soft-adventure:** skiing, snowshoe trekking, crab fishing safaris, snowboarding and snowmobiling, panoramic cable car ride and leisurely hikes across Europe's Alpine regions of Switzerland, France, Austria and Germany, reindeer sleigh in Norway and horseback rides in Georgia
- **Scenic Vistas:** panoramic and sustainable train journeys like Switzerland's Golden Pass Line from Lucerne to Montreux offering breathtaking views of the Swiss Alps; Austria's historic Semmering Railways with views of alpine landscapes, viaducts and tunnels carved into the mountains, wine tasting across quaint villages in France offering charming views of the French countryside
- **Unique Accommodation:** eco-friendly glamping in geodesic domes amidst the Swiss Alps; stargazing through glass igloos in Lapland; châteaux/palaces amidst vineyards in France, Italy and Austria; traditional mountain lodges/log cabins in Scandinavia/Georgia
- **Distinctive Gastronomy experiences:** fondue aboard Zurich's Fondue Tram in Switzerland, chocolate and cheese experience amidst spectacular views at Glacier 3000, ice wine in Germany/Austria or glögg/gløgg by the fireside in Sweden/Norway, trdelník (fried dough), sachertorte in Austria, Kjötsúpa (lamb meat soup) in Iceland, bredele cookies and gourmet dining at Michelin-starred restaurants in France; local wine tasting in Kakheti of Georgia

- **Spa-Wellness retreats:** spa-wellness rejuvenating experiences that include the endorphin rush of thermotherapy, with alternating temperatures of wood-fired/circular sauna baths followed by plunging into freezing waters of an Arctic ice hole, like ice bathing in Sweden's Uppsala and Fjällnora; Norway's Tjuvholmen and Svalbard, renowned Swiss spa town of Bad Zurzach, winter saunas and thermal baths in South Korea, onsen hot springs in Japan and Sulphur baths in Georgia
- **Demand for Cruises:** winter cruises and whale watching on board majestic Scandinavian fjords
- **Top destinations:**
 - **International:** Switzerland, France, Germany, Austria, Sweden, Norway, Finland, Georgia
 - **Domestic:** Kashmir, Himachal Pradesh, Uttarakhand, Rajasthan, North East
 - **Emerging Destinations:** Georgia, Azerbaijan, Uzbekistan, Kazakhstan, Czech Republic, Iceland, Greenland, Denmark, Croatia

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *“Our Winter Holidays are designed to offer not just stunning winter landscapes but also a range of unforgettable experiences. From family bonding over snow filled adventures, couples on romantic getaways, to friends savouring winter cuisine and wine, our offerings cater to the need and preferences of every type of traveller. Europe’s Christmas markets and festive displays in Switzerland, France, Austria; winter wonderland and Santa’s Village in Finland feature as top favourites for the season. Azerbaijan and Georgia have emerged strongly on India’s radar due to direct connectivity and easy visas while on domestic front, Himachal Pradesh, Uttarakhand, Kashmir, Rajasthan and North East continue to be the top destinations.”*

S.D. Nandakumar - President and Country Head - Holidays and Corporate Tours, SOTC Travel Limited said, *“Winter tourism is experiencing a remarkable surge this season, driven by a growing appetite for unique and value-driven travel experiences. For value-conscious Indians, winter offers the perfect combination of lower prices and fewer crowds, making it an ideal time for exploration. Millennials and working professionals are leveraging their balance year-end leave and opting for our unique winter tours that offer offbeat experiences like ice skating, tobogganing, glacier hunting in Iceland, spa-wellness retreats in Sweden, Norway, Japan and more. Winter cruises, featuring whale watching in the majestic Scandinavian fjords, and chasing the magical Northern Lights are also in high demand. What is encouraging is the growing interest we’re seeing from India’s Tier 2 and 3 markets and the powerful MICE segment.”*

For further details, click here:

[Thomas Cook](#)
[SOTC](#)

**T&C Apply*

About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Limited (TCIL) is the leading omnichannel travel company in the country offering a broad spectrum of services including Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, and Visa Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphoto Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa.

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 28 countries across 5 continents.

TCIL has been felicitated with the award for Outbound Travel Operator of the Year and MICE Travel Operator of the Year at ET Travel & Tourism Annual Awards 2024, MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IMAI India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, 'Innovation in Omni-experience' Award at International Data Corporation's (IDC) Industry Innovation Awards

2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; The French Ambassador's Award for Exemplary Achievements in Visa Issuance 5 years in a row and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA- / Positive' on the long-term bank facilities of TCIL and 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the company.

For more information, please visit www.thomascook.in

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

About Subsidiaries of Thomas Cook (India) Limited (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

Travel Corporation (India) Limited

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

DEI Holdings Limited

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

For more information, visit:

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

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