

Thomas Cook (India) Limited

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N. M. Joshi Marg, Lower Parel (East),
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Board No.: +91-22-4242 7000
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February 19, 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 dated February 19, 2025 titled, “Thomas Cook India & SOTC signs strategic MOU with Korea Tourism Organization - Announces exclusive long-term partnership for Special Projects”.

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.
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Thomas Cook India & SOTC signs strategic MOU with Korea Tourism Organization Announces exclusive long-term partnership for Special Projects

Mumbai, February 19, 2025: Thomas Cook (India) Limited, India's leading omnichannel travel services company and its group company SOTC Travel, have signed a strategic 24-month partnership with Korea Tourism Organization - a collaboration that focuses on Special Projects towards increasing visibility for the destination in the high-potential India market. The Memorandum of Understanding was signed by **Mr. Rajeev Kale, President & Country Head, Holidays, MICE, Visa - Thomas Cook (India) Limited**, **Mr. SD Nandakumar, President & Country Head - Holidays & Corporate Tours - SOTC Travel** and **Mr. Myong Kil Yun, Regional Director – India & SAARC Countries, Korea Tourism Organization**.

Korea Tourism Organization's exclusive partnership with Thomas Cook and SOTC Travel leverages on Special Projects to drive year-round awareness and inspiration for Korea. The collaboration extends across exchange of knowledge, best practices and development of unique-innovative products designed specifically for Indian travellers, fostering long-term growth in leisure, business and MICE segments for Korea.

Korea offers a vibrant and enriching experience for Indian travellers, blending luxury, culture, wellness and exceptional cuisine. The global Hallyu wave has elevated Korea's cultural influence, with the rise of the K-beauty industry, K-pop and K-drama experiences captivating audiences worldwide. Korean cuisine, or Hansik, known for its bold flavors and healthy ingredients, adds another layer to the country's appeal, offering a delightful culinary journey. Expanding beyond Seoul and Busan, regions like Jeju Island, Gangwon Province and Jeollanam-do offer untapped potential for immersive travel experiences focused on wellness and relaxation, with state-of-the-art spas and wellness centers. This diverse offering positions Korea as a prime destination for India's affluent and wellness-conscious market, driving sustained growth in tourism.

Rajeev Kale - President & Country Head, Holidays, MICE, Visa - Thomas Cook (India) Limited said, *"With new destinations and exciting experiential travel driving demand, South Korea is perfectly positioned to inspire the growing appetite of new-age Indian travellers. Our MOU with the Korea Tourism Organization not only endorses South Korea as a dynamic and vibrant destination but also opens new avenues for enriching travel experiences. We aim to foster long-term growth across our viable leisure, business, and MICE segments. Our MOU will focus on product development, destination education and marcom to create top-of-mind visibility and drive transactions. By leveraging our expertise in the Indian market, we aim to create greater visibility for South Korea, facilitating seamless travel experiences and fostering memorable, value-driven journeys for our customers"*

SD Nandakumar, President & Country Head - Holidays & Corporate Tours - SOTC Travel said, *"We are delighted to partner with Korea Tourism Organization. South Korea stands out as a destination that resonates with the evolving preferences of Indian travellers, not just from India's metros but also regional India's Tier 2 and 3 markets. With its blend of rich culture, cutting-edge innovation, and exciting experiences, it holds immense potential to captivate a diverse range of travellers. Our collaboration with the Korea Tourism Organization signifies our shared commitment to enhancing travel experiences for Indian visitors. This partnership is an opportunity to curate distinctive travel products and elevate destination awareness, leveraging joint initiatives that connect with the needs of the Indian market. Together, we aim to elevate the appeal of South Korea and create sustainable growth across leisure, business, and MICE sectors."*

Mr. Myong Kil Yun, Regional Director – India & SAARC Countries, Korea Tourism Organization (KTO) said, *"We are delighted to formalize this strategic partnership with Thomas Cook India and SOTC Travel, both prominent players in the Indian travel industry. Through this collaboration, we aim to enhance awareness and engagement for South Korea as a premier travel destination among Indian travellers. By leveraging their extensive distribution network, expertise, and innovative approach, we look forward to introducing unique and immersive travel experiences tailored to Indian tourists."*

About Korea Tourism Organization: The Korea Tourism Organization (KTO) is the official National Tourism Organization (NTO) of South Korea, operating under the Ministry of Culture, Sports, and Tourism. Dedicated to promoting South Korea as a premier travel destination, KTO has a global presence with 30 overseas offices, including its New Delhi office in India. Established in May 2008, the KTO India Office is responsible for marketing South Korea's diverse tourism offerings across India.



and neighbouring countries. The office actively collaborates with travel trade partners, media, and other stakeholders to enhance South Korea's visibility in the Indian market.

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, IAMAI 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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