

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



September 24, 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 September 24, 2024 titled, “Experiential travel is emerging a key demand driver for Indians - To capitalize on the potential, Thomas Cook and SOTC Travel launch unique Northern Lights tours”.

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

Experiential travel is emerging a key demand driver for Indians To capitalize on the potential, Thomas Cook and SOTC Travel launch unique Northern Lights tours

- **Enhanced visibility of the Northern Lights due to exceptional Solar Maximum season 2024-25**
- **Thomas Cook & SOTC tours incorporate unique experiences: chasing the Aurora Borealis, Santa Claus Village - Rovaniemi, husky safaris, snowmobile rides, reindeer sledding, interaction with the local natives – Sami**
- **Distinctive accommodation: bubble hotels, glass igloos, snow lodges, Arctic tree houses, light houses**
- **Key destinations: Rovaniemi, Saariselka-Lapland,(Finland); Tromso, Kirkenes (Norway); Kiruna (Sweden), Murmansk (Russia)**

Mumbai, September 24, 2024: Data from Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, reveals that the Indian appetite for experience-driven travel is witnessing significant growth. The exceptional solar activity (solar maximum) occurring once every 11-15 years offers an increased chance to view the Northern Lights and has heightened interest for Aurora Borealis experiences between September 2024 - April 2025.

To maximize on this once-in-a-lifetime opportunity, Thomas Cook and SOTC have designed a diverse range of Arctic tours, including top locales like Santa Claus Village - Rovaniemi, Saariselka-Lapland (Finland); Tromso, Kirkenes (Norway); Kiruna (Sweden) and Murmansk (Russia). Thomas Cook and SOTC's Northern Lights tours offer awe-inspiring views of the Aurora Borealis on an exciting husky dog, reindeer and snowmobile safaris. Additionally, authentic local experiences have been woven into the programmes: ice-floating, king crab fishing safaris; engaging and dining with the local Sami people; snowmobiling, visit to a reindeer farm, husky sledding, sea kayaking, fissure snorkelling in the fjords and whale watching.

The Companies' have incorporated exceptional local accommodation options: from Arctic tree house stays, snow lodges, glass igloos, bubble stays, ice hotels to lighthouses.

In addition to a range of Northern Lights group tours (escorted by an experienced tour manager), Thomas Cook and SOTC's experts have curated a delightful portfolio of personalized programmes - based on unique customer preferences/passions.

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *"With the 2024-2025 solar maximum season offering a rare chance of witnessing spectacular northern light displays, we have launched exciting and immersive Arctic Tours to drive demand. Immersive experiences that we've created include Aurora Borealis safaris, eclectic accommodation in igloos, glass hotels and Arctic tree houses/lodges; and fascinating destinations to explore like Santa Claus Village - Rovaniemi, Lapland, Tromso and Kiruna.*

We are encouraged by the demand that we are witnessing – and this is across segments - from Young India's Millennials & GenZ, couples, multi-generational families to Corporate MICE."

S.D. Nandakumar - President and Country Head - Holidays and Corporate Tours, SOTC Travel Limited, said, *"Celebrating our 75th year, we are delighted to offer specially curated experiential tours that reflect our deep understanding of the Indian traveller. We have launched our Northern Lights portfolio, timed perfectly with the exceptional solar activity of September 2024 - April 2025. Our intent is to offer Indians a breath-taking experience of the ethereal Aurora Borealis, together with exciting activities like ice floating, fissure snorkelling, king crab fishing safaris and engaging with the local Sami people.*

The growing Indian demand for experiential travel like the Northern Lights is driven by increasing disposable income and social media propelling the desire for braggable travel rights. What is noteworthy is that, this is not limited to India's metros but also witnessing uptick from our regional Tier 2-3 travellers."

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 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, IAMA 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>

Media Enquiries:

Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in

Ancy Johnas | +91 7678042720 | ancy.johnas@sotc.in