

Thomas Cook (India) Limited

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March 6, 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 March 6, 2025 titled, “Thomas Cook India and SOTC Travel reveal strong and significant growth from India’s women travellers - Release Women’s Travel Trend Report 2025 highlighting women’s evolving travel preferences ahead of International Women’s Day”.

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 India and SOTC Travel reveal strong and significant growth from India's women travellers

Release Women's Travel Trend Report 2025 highlighting women's evolving travel preferences ahead of International Women's Day

Women represent one of the fastest growing travel segments in India

- Leading trends: Uptick in adventure (37%), spa-wellness (28%), culinary (17%), cruises (23%)
- Rising trend of milestone celebrations and event-based travel (35%)
- Solo travel: witnessing a 17% demand growth

Mumbai, March 6, 2025: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel's Women's Travel Trend Report 2025 indicates a strong **35%** growth in demand from India's women travellers – this is across segments of Gen Z, millennials, girl gang/BFF (best friends forever) travel, solo travellers and more.

India's new-age women travellers are independent and eager to step out of their comfort zone and explore the world. They are increasingly seeking enriching journeys that blend adventure, immersive experiences and personal growth – ranging from outdoor escapades, self-drive journeys, luxury cruises, cultural immersions, wellness retreats, culinary explorations and shopping experiences. What is noteworthy, is that Thomas Cook and SOTC's data reveals significant interest from India's women – not just from metros, but also mini-metros and regional India's tier 2-3 cities.

• **Leading Trends and top experiences:**

- **Outdoor and adventure experiences are seeing a surge of 37% from India's women travellers** paragliding (Bir Billing); trekking (Ladakh); white/black water rafting (Rishikesh/New Zealand); waterfall abseiling, kiteboarding, diving, coral flyer zipline (Sabah-Malaysia); chasing the Northern lights on husky safaris (Scandinavia), fissure snorkeling (the Fjords); jeep safaris (Jaisalmer/Thekkady), mangrove kayaking (Kerala/Abu Dhabi); hiking/sledding/snowboarding (Switzerland) and ATV quad bike tours (Morocco), snorkeling in the Great Barrier Reef (Australia); shark-cage diving, Cape point biking & bungee jumping (Cape Town), scenic self-drive tours (New Zealand /Australia); Muay Thai kick boxing (Thailand)
- **Beauty, Spa & wellness:** With a **28%** growth in demand for wellness tourism women travellers are investing in self-care holidays to rejuvenate/ take a break. Top experiences include Jimjilbang spas/saunas, K-beauty and wellness (South Korea), onsen & hot springs (Japan/New Zealand), hammams (Türkiye), ayurveda resorts (Kerala), detox retreat, spa & wellness programs (Thailand)
- **Event & Milestone based celebrations:** Milestone moments such as 'friendversaries' are driving travel demand, with over **35%** of women choosing to travel and celebrate with their girl gangs and kitty groups etc. Beyond personal milestones, event-based travel is witnessing strong growth, with women increasingly planning trips around global festivals and concerts. Top-billed music concerts featuring global artists in destinations like London, Singapore, Abu Dhabi, Los Angeles and Berlin; cultural festivals such as La Tomatina (Spain), Oktoberfest (Germany), Rio Carnival (Brazil)
- **Culture & Culinary experiences:** Over **17%** women are keen to engage in culinary experiences like, cooking with a local chef (Thailand/Malaysia), traditional cooking classes (Morocco), culinary course at the famed Le Cordon Bleu (France), vineyard tours and wine tasting (Australia/California/France), private sushi-making course (Japan), dining on a private island/sandbank (Queensland), Bustronome (gourmet dining onboard a double decker bus) in Paris/London, pub crawls/clubbing (Ibiza); chocolate, cheese & fondue

experience amidst alpine views at Glacier 3000, Bo-Kaap walk with locals (Cape Town); gin and cuisine trails on a Vespa (Singapore)

- **High demand for premium and luxury experiences:** Over **25%** of women travellers opt for private fine dining/Michelin star restaurant (Dubai/Singapore/France), high-end shopping experiences with limo-transfers and a personal shopper to McArthurGlen designer outlets and Bicester Villages in UK/Europe and vintage plane rides; private sundowner-dinner sailings with curated local elements and flavors (Australia/New Zealand); stay at uber-luxe resorts (Switzerland/France/Maldives)
- **Cruise Holidays:** With over **23%** of women travelers choosing cruise vacations, there is strong interest in domestic routes, Southeast Asia and the Middle East (Resort World Cruises, Costa Cruises, MSC Cruises, and Cordelia). **Premium cruise** to destinations such as the Scandinavian Fjords, Polar regions (ice-breaker cruises) Caribbean, Mediterranean, Singapore, Thailand and Abu Dhabi are also gaining popularity for milestone celebrations

- **Top destinations:**

- **Domestic and Indian subcontinent:** Himachal Pradesh, Kashmir, North East, Goa, Uttarakhand, Rajasthan, Andamans, Kerala, Karnataka, Bhutan and Sri Lanka
- **International favourites:** Thailand, Malaysia, Indonesia, Singapore, Japan, South Korea, Switzerland, Spain, Portugal, France, Greece, Germany, Australia, New Zealand, Austria, Türkiye, Dubai-Abu Dhabi
- **International emerging:** Vietnam-Cambodia, Azerbaijan, Georgia, Sabah (Malaysia), Iceland, Scandinavia

- **Average age of women travellers:** 25-34 years for bachelorettes; 25-65 years for milestone celebrations

- **Increase in travel spends:** 15-20% YoY

- **Travel budget:** Rs. 1-1.5 lakh (domestic); Rs. 1-2 lakh (mid-short haul); Rs. 4-5 Lakh (long-haul) Vs Rs. 80,000-1 lakh (domestic); Rs.95,000-1.5 lakh (mid-short haul); Rs.3-4 lakh (long-haul) last year

- **Extended duration of stay:** 4-6 nights (domestic); 5-8 nights (mid-short haul); 8-15 nights (long-haul) Vs 3-4 nights (domestic); 4-6 nights (mid-short haul); 7-12 nights (long-haul) vs last year

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Women today are redefining travel—seeking experiences that go beyond traditional sightseeing to embrace adventure, culture and personal growth. At Thomas Cook India, we are delighted with the rapidly evolving travel aspirations of women travellers and have co-curated a diverse range of itineraries that balance safety, comfort and exciting explorations. From solo journeys to exclusive women-only group tours, our goal is to empower women to travel with confidence while indulging in unique, immersive experiences."*

S.D. Nandakumar, President & Country Head – Holidays & Corporate Tours, SOTC Travel Limited said, *"At SOTC Travel, India's women travellers are one of our strong traveller segment, driven by GenZ, millennials, solo adventurers and girl gang/BFF travel groups. What's even more exciting is the growing interest stemming from regional India—our tier 2-3 source markets are witnessing a surge in women eager to explore the world on their own terms. Leveraging these insights, our strategic focus is on curating experiences that align with these evolving aspirations. We are committed to empowering women across India to embark on enriching journeys that inspire, connect and transform, making travel accessible and enriching for women across the country."*

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>

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