

Thomas Cook (India) Limited

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May 03, 2023

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 May 03, 2023 titled “Thomas Cook India’s subsidiary Desert Adventures and GCC-based travel conglomerate Kanoo Travel form Joint Venture - To provide comprehensive destination services in Saudi Arabia.”

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's subsidiary Desert Adventures and GCC-based travel conglomerate Kanoo Travel form Joint Venture To provide comprehensive destination services in Saudi Arabia

Mumbai, May 3, 2023: Desert Adventures Tourism, a wholly-owned subsidiary of Thomas Cook India and GCC-based travel conglomerate Kanoo Travel have signed a Memorandum of Understanding (MoU) to establish a joint venture in Saudi Arabia at Arabian Travel Market 2023. Desert Adventures is a premium Destination Management Company headquartered in the UAE, operating in the GCC and Jordan.

The collaboration brings together two of the largest and most reputable travel trade organisations in the Middle East, aiming to create the most comprehensive destination services company in the region. The joint venture marks a significant milestone in both Companies' history as they combine their expertise, resources, and capabilities to provide travellers with unparalleled travel experiences in Saudi Arabia.

Desert Adventures Tourism has been a leading company and partner of choice for many worldwide tour operators with 25 years of experience in destination management in the United Arab Emirates, Jordan, and Oman. The company has developed a reputation for providing stability, consistency, and quality of service that its partners have come to trust. Kanoo Travel, an esteemed travel company with a legacy spanning over eight decades, offers the most comprehensive and reliable travel solutions. With a focus on corporate travel, Meetings, Incentives, Conferences, and Events (MICE), leisure and holiday travel, airline representation, and marine travel, Kanoo Travel has established itself as a leader in the travel industry. The company's commitment to delivering exceptional solutions and services has been consistently acknowledged, resulting in numerous regional industry awards.

Mr. Peter Payet, CEO of Desert Adventures, expressed excitement about the new venture, saying, "We are delighted to partner with Kanoo Travel to provide the most comprehensive destination services in Saudi Arabia. With their extensive local knowledge and resources and our international expertise, we are confident that this joint venture will be successful and provide unparalleled service to our clients."

Mr. Madhavan Menon, Chairman & Managing Director, Thomas Cook (India) Limited said, "At the Thomas Cook India Group, partnerships continue to form a key pivot in our strategy - as we leverage the significant opportunities presented by global tourism. I am hence delighted to announce the agreement between two leading brands in the Middle East - our subsidiary, Desert Adventures and Kanoo Travel. The synergies will ensure a portfolio of extensive and exceptional destination services in Saudi Arabia."

Mr. Ali Abdulla Kanoo, Deputy Chairman of Yusuf Bin Ahmed Kanoo Company Ltd., Saudi Arabia and Chairman of YBA Kanoo's Strategic Business Unit for all operating Divisions (Kanoo Energy, Kanoo Travel, Kanoo Logistics and Kanoo Shipping), which covers the GCC region, added: "Our partnership with Desert Adventures Tourism brings together our collective expertise, industry knowledge, and innovative approach to deliver exceptional solutions and services. This collaboration is a testament to our commitment to providing our clients with the best travel experiences and ensuring complete satisfaction."

The partnership between Desert Adventures and Kanoo Travel marks a significant milestone in developing Saudi Arabia's tourism industry, supporting the country's ambitious Vision 2030 goals. By combining their expertise and resources, these two companies are set to offer travellers from around the world an exceptional experience rich in culture and hospitality. With a shared commitment to sustainability and responsible tourism practices, Desert Adventures and Kanoo Travel are poised to create new opportunities and drive growth in this dynamic sector. As Saudi Arabia's tourism industry continues to thrive, this partnership will undoubtedly play a crucial role in shaping its bright and prosperous future.



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KANOO TRAVEL

About Kanoo Travel: Founded in the late 1930s, Kanoo Travel is considered one of the largest travel management companies in the MENA region, with over 500 experienced, multilingual travel consultants and professionals, and has an extensive network of offices spanning the GCC, Middle East and North Africa, specializing in Corporate Travel, Meetings Incentives Conferences and Events (MICE), Leisure & Holiday Travel, Airline Representation and Marine Travel. Kanoo Travel, owned by one of the Gulf's largest independent, family-owned companies, YBA Kanoo, provides dependable, compliance-driven, and cost-effective services that meet and exceed customers' expectations, and has been consistently recognized for its premium solutions and service excellence, winning numerous regional industry awards and recognitions over the years. Today, the travel management company operates a network of over 100 offices in key markets including the Kingdom of Saudi Arabia, Kingdom of Bahrain, United Arab Emirates, Sultanate of Oman, and Egypt, making Kanoo Travel a truly international travel partner with keen insight into global markets and the ability to provide customers with unparalleled levels of service. Visit: www.kanootravel.com

About Desert Adventures Tourism: Desert Adventures Tourism, is a premium Destination Management Company (DMC) operating in the UAE, Oman, and Jordan, has been a trusted industry leader for over two decades. The company has been the preferred DMC partner of tour operators and travel agents worldwide, thanks to its extensive local knowledge, global network, and strong relationships with key players in the travel industry, including government and tourism authorities. With innovative B2B systems in place, Desert Adventures Tourism has been able to offer a diverse range of high-quality products and services, ensuring seamless operational compatibility with its partners.

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, Luxe Asia, 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 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 programmes and bank facilities of Thomas Cook (India) Limited - 'CRISIL A+/Negative 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 promotes TCIL by holding 72.34% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is engaged in property and casualty insurance and reinsurance and investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, 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.



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KANO TRAVEL

About Subsidiaries of Thomas Cook (India) Limited:

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL, is a leading Indian Leisure Hospitality company with 37 resorts across the country, providing a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited, a wholly owned subsidiary of TCIL, is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation (India) Limited (TCI), 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.

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>

About SOTC Travel: SOTC Travel Limited (Formerly SOTC Travel Pvt. Ltd.) is a step-down subsidiary of Fairfax Financial Holdings Group; held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel. SOTC was established in 1949. Since then, it has escorted lakhs of travellers across the globe for more than 70 years to various destinations around the world. A new age innovative holidaymaker, SOTC strives to make holidays a priority for every Indian. 'We are for holidays' and we want Indians to prioritize their holidays.

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