

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



October 31, 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 October 31, 2023 titled, “To capitalise on high demand for Europe, Thomas Cook and SOTC launch European Holidays 2024 - Diverse range of ready-to-book group-escorted tours and customised holidays with special offers to inspire bookings.”

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
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To capitalise on high demand for Europe Thomas Cook and SOTC launch European Holidays 2024

Diverse range of ready-to-book group-escorted tours and customised holidays with special offers to inspire bookings

- Extensive range of top destinations across Europe and UK
- All group tours escorted by experienced Thomas Cook and SOTC Tour Managers
- Attractive range of price points
- Unbeatable early bird offers: Complimentary 3-night European cruise experience across Savona, Barcelona and Marseille*; 4-night free European holiday*; air-inclusive super saver offers*; cash discounts of up to Rs. 25,000.00 per person*

Mumbai, October 31, 2023: Despite visa challenges, Europe continues to lead preferences of Indian travellers, and this is reiterated in Thomas Cook and SOTC's data – with over 55% of its customers indicating keen interest to travel to Europe for Summer 2024. Hence, aimed at catalysing demand and accelerating bookings, Thomas Cook (India) Limited, India's leading omnichannel travel services company, and its Group Company, SOTC Travel, have launched their **European Holidays 2024**, exclusive group-escorted tours - with multiple departures from key metros and customised holidays, commencing March 2024. This first mover initiative by Thomas Cook and SOTC will benefit early bookers by enabling them apply well in advance for their visas.

Highlights & Inclusions:

- All-inclusive tours: airfares, accommodation, sightseeing, transfers, meals, visa and insurance included
- Expertise of accompanying experienced tour managers
- Range of destinations: Switzerland, France, Austria, Scandinavia, Italy and Vatican, Belgium, Netherlands, Germany, Spain and Portugal, Hungary, Greece, Poland, Czech Republic, Slovakia; England, Scotland and Ireland
- Unique experiences: Horse carriage ride in Krakow Old Town (Poland), historic tram ride in Prague (Czech Republic), fondue on Glacier 3000 (Switzerland), wine cellar tour with port wine tasting in Porto (Portugal), local lunch at the Renaissance restaurant at Visegrad (Hungary)
- Diversity of transportation: air, coach, rail – EuroStar, Flåm, scenic Swiss trains and LeShuttle; private boat, ferry and cruises – Costa cruises to Scandinavian Fjords and the Greek Islands, luxury Queen Mary Cunard cruise

Exclusive Early Bird Offers & Deals on group tours:

- Complimentary 3-night Mediterranean Costa cruise across Barcelona, Savona and Marseille on booking a European holiday
- A luxurious Queen Mary cruise - free, on booking a UK holiday
- 4-night holiday in Europe - free, on booking a cruise holiday or select products
- Cash discounts of up to INR 25,000.00 per person

Food forms a key element and thus to cater to the palette of Indian customers, Thomas Cook and SOTC's **European Holidays** offers a choice of Indian (vegetarian and non-vegetarian) and fusion options; also an opportunity to sample local cuisine.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Summer is the best time to visit Europe and we are witnessing strong demand for the destination. Thomas Cook is synonymous with European tours - with a pioneering legacy of over 140 years. Leveraging on*

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*our expertise, we have designed a diverse range of **European Holidays** that feature favourite locales and unique experiences for our customers.*

Our early launch of our summer departures is aimed at supporting our customers with their visa applications - well in advance.

To sweeten the deal, we have announced early bird offers that include complimentary cruise experiences, a free holiday in Europe and cash discounts per family. We encourage our customers to make the most of these deals and book their dream European Holiday with us!"

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel Limited said, "Europe continues to be a favourite for Indians – be it the continent's scenic vistas, history-culture to its diverse cuisine.

What is noteworthy is that our data reflects high demand equally from metros and Regional India. We have launched our summer special European Holidays group tours in advance so our customers can book their holidays and plan for their visas.

SOTC is an Indian-grown brand, and having built a formidable reputation of over 74 years, we understand our Indian customers better than anyone else! Our tours offer the comfort of Indian meals, along with fusion and local cuisine – for both our vegetarian and non-vegetarian customers.

For added reassurance to our customers, all our group tours are accompanied by our experienced Indian tour managers."

Customers can book their holiday via Thomas Cook and SOTC's omnichannel model that offers customers both choice and convenience: customers have the option of choosing a holiday from the Company's website or Holiday app, walk into a nearby store to consult with a holiday expert, schedule a video chat, speak to a call centre executive, or a combination of all channels.

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 Best Tour Operator at India Travel Awards North 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 Thomas Cook (India) Limited - 'CRISIL AA- / Stable' 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.

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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 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: Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of Thomas Cook (India) Ltd. 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 (SOTC), a wholly owned subsidiary of TCIL and a step-down subsidiary of Fairfax Financial Holdings Group, 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 millions 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.

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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