

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



March 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 March 03, 2023 titled, “Thomas Cook India & SOTC Travel launch a wide range of immersive Holiday experiences exclusively for women, 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

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

Thomas Cook India & SOTC Travel launch a wide range of immersive Holiday experiences exclusively for women, ahead of International Women's Day

- **Unique experiences for Gen Z, millennials, girl gang/BFF travel, bachelorette tours, kitty party getaways and more**
- **Range of destinations – India and International**
- **Offers include: Buy One Get One Free, exclusive 10% discount for all women travellers***

Mumbai, March 3, 2023: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel's consumer data indicates a significant growing demand of over 40% from India's women travellers – this is across segments of Gen Z, millennials, girl gang/BFF travel, bachelorette trips, kitty party getaways, solo travellers and more. With a strategic intent to target this high potential segment and commemorate International Women's Day, the Companies have reintroduced a range of attractive holidays that offer an eclectic blend of leisure, wellness breaks, shopping getaways and adventure trips. The extensive range of holidays offers ready-to-book and personalised products to a host of domestic and international destinations – with exclusive offers like Buy One Get One Free and an exclusive 10% discount for all women travellers*.

Woman travellers today are bold, independent and looking to explore new and authentic experiences by venturing outside their comfort zones, willing to experiment with destinations and activities. To support women design their perfect holiday, the Companies' holiday experts have carefully designed a range of budget, value, affordable luxury as well as luxury products; with a diversity of interest based itineraries including: outdoor-adventure, self-drives, cruises, culture, spa-wellness, gastronomy and shopping. Based on insights from its women travellers, Thomas Cook and SOTC Travel have incorporated an array of immersive experiences like indulging in authentic local cuisine, supporting local businesses, learning a new skill/craft, exploring the hidden gems of the destination and more.

Additionally, the Companies have organized exclusive women's group tours will be accompanied by expert lady tour managers to offer added assurance and safety.

Women want to have fun while they travel and hence the Companies' have incorporated an eclectic mix of exciting and exhilarating experiences. Options include: fun pub crawls and Vespa rides in Singapore, bicycle trips - Spain, Muay Thai (kick boxing) and spa wellness - Thailand, cooking with a local chef and rainforest experiences like ziplining - Malaysia, staying in a chateau or taking a culinary course at the famed Le Cordon Bleu – France, scenic rail journeys across Switzerland using the Swiss Travel Pass. Also, spiritual retreats - Indonesia, snorkeling/scuba diving – Maldives; exploring the famed Jeju Islands or shopping K-beauty cosmetics, experiencing the famed Jimjilbang spas/saunas - South Korea, whiskey trails in Japan; vineyard tours and wine tasting at Hunter Valley, Yarra or combined with the thrill of whale watching - Western Australia, and more.

Adventure seekers can opt for sky diving or white/black water rafting in the adventure capital of the world – New Zealand's Queenstown, mangrove canoeing - Abu Dhabi, game drives at India's leading reserves, surfing - Pondicherry, biking across the panoramic vistas from Srinagar to Leh, trekking in Ladakh, Himachal, Uttarakhand & Sikkim and more.

Retail therapy enthusiasts can go shopping with a personal shopper in Abu Dhabi and Dubai, or shop till you drop at McArthurGlen luxe designer outlets across Europe and La Valle Village, Paris

Cruises represent a unique value proposition: an all-inclusive holiday without the hassle of multiple check-in/check-out and transfers. Cordelia continues to be a domestic favourite, while popular international sailings include Mediterranean cruises, Scandinavian Cruises, Royal Caribbean Cruises and Genting Dream Cruises. Besides sea/ocean cruises, luxury river cruising like Avalon Waterways, Uniworld River Cruises and Viking Cruises are also witnessing noteworthy demand.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Indian women have emerged as a valuable customer segment for us. Travel makes one feel empowered, and the quintessential woman traveller today seeks non-standard experiences. They are keen to explore new locales,*

cuisines, learn new skills that stay with them for life. To appeal to this important customer segment, and to commemorate International Women's Day, we have reintroduced a host of products that include an eclectic mix of outdoor-adventure, self-drives, cruises, culture, spa-wellness and gastronomy."

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel said, "The evolution of India's women traveller represents a significant opportunity as they continue pushing the boundaries of traditional travel and indulge in unique and offbeat experiences. The new age Indian woman traveller prefers to explore the world based on to her unique preferences/passions. To cater to this evolving segment, our expert travel planners have handpicked experiences that are sure to delight every woman traveler and help them plan a well-deserved break. We welcome our women customers with exclusive offers, exceptional pricing and range of attractive products - to celebrate this special day!"

*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, 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, 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 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.

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.

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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.

Media Enquiries:

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office & Registered Office:

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