

**Thomas Cook (India) Limited**

A Wing, 11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



June 5, 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 June 5, 2023 titled “Thomas Cook India launches new digital campaign - Focused on Customised Holidays to accelerate growth for the segment”.

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 launches new digital campaign Focused on Customised Holidays to accelerate growth for the segment**

- Personalized Holiday makers to curate itineraries at the customer's doorstep
- Instant itinerary finalization technology
- 24x7 on-tour assistance for travellers

**Mumbai, June 5, 2023:** Thomas Cook (India) Limited, India's leading omnichannel travel services company, has unveiled a new campaign to capitalise on the significant demand shift towards customized holidays. The campaign positions the brand as **India ka Holiday Specialist**, with the Company's long history of fulfilling holiday dreams for millions of customers over the years.

The Company's accelerated digital focus has resulted in building and strengthening its hybrid model – combining state of the art technology with human expertise and personal touch. This has resulted in a significant drop of approx. ten years in the average age of the Company's holiday customers. With Young Indians willing to increase spends for that once in a lifetime experience – there is a noteworthy shift from a saving to spending mindset.

Additionally, there is a growing sense of 'YOLO - You Only Live Once' amongst consumers, with an increased desire to strike off all their bucket-list experiences. This has resulted in a 40-50% increase in Thomas Cook's customized holidays business compared to pre pandemic, with a noteworthy demand for unique, once in a lifetime experiences over exploring popular tourist locales and regular sightseeing tours.

The strategic intent behind the campaign is to take a long term and leadership position in the customized holidays space by owning noteworthy differentiators such as the most **experienced holiday experts (itinerary curators)**, who now **serve customers at their doorstep** as a personal holiday maker to help them create itineraries as per their preferences. The Company has also created a dynamic package building tool, wherein travellers can **build their itinerary instantly** across popular destinations on the website. Additionally, a **24 x 7 on-tour assistance** is now being extended to all customers - experienced and empowered tour managers and experts (via call / WhatsApp) are available to offer guidance to the customers on their holidays.

The campaign plays on the key insight that Thomas Cook's customised holiday experts cater to diverse requirements of the travellers. In a humorous Pan India cultural context, the campaign showcases the customers' desire for unique experiences including adventure activities, gastronomy, and more while on their holiday – and seek Thomas Cook's expertise to make their travel dreams come true. The film will be promoted across all digital and social platforms across regions.

Link: [YouTube](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)

Thomas Cook India provides a powerful omnichannel network - offering customers the choice and convenience of selecting their preferred mode of communication: via holiday app, virtual holiday store, website, call centre, or extensive retail network pan India.

**Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Limited** said, *"Personalized holidays that are built around specific needs, experiences, events and scheduled as per the customer's schedule - are witnessing a significant increase in demand from young & young at heart customers, in addition to women only travellers, seniors, groups of friends, well-travelled couples and DINKs. The pandemic has created a deeper appreciation for life & the need to live in the moment. This YOLO (You Only Live Once) mindset is driving travel desire.*

*Indians are now seeking customized holidays with immersive travel experiences and are willing to pay significantly more for specific unique experiences - from natural phenomenon like the Northern Lights & the Sakura (Cherry*

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*Blossom) season to sample exotic soft adventure experiences like Dolphin/Whale watching, scuba diving, hot air ballooning, snow sledding, etc.*

*This campaign showcases Thomas Cook's undisputed expertise and our unique ability to combine the expertise and experience of our trained Holiday Experts with potent technology to help customers design, curate, price and book their dream holiday in real time & very importantly – to also provide the reassurance of 24x7 support at the destination for customers when they travel!"*

**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 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](http://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.

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

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

### **Corporate Office & Registered Office:**

11th Floor, Marathon Futurex Building, N. M. Joshi Marg, Lower Parel (East), Mumbai 400013.

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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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