

**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



September 11, 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 September 11, 2023 titled, “Thomas Cook India & SOTC Travel introduce Private Journeys: Personalised, premium, chauffeured van tours – Empowers customers to design their holiday, their way!”

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 introduce Private Journeys**

### **Personalised, premium, chauffeured van tours**

*Empowers customers to design their holiday, their way!*

**Mumbai, September 11, 2023:** The India Holiday Report from Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel reveals that Indians are becoming increasingly discerning travellers with an increased appetite for premium and experience led travel (78%) and higher spends (80%). Thus, with a strategic intent to target this increased demand, perfectly timed for the upcoming festive season, the Companies have introduced **Private Journeys**: personalised, premium, chauffeured van tours.

Thomas Cook and SOTC's Private Journeys are designed to target HNIs, multigenerational families, ad-hoc groups of friends, and honeymooners/couples.

Private Journeys are fully customisable, private holidays with a closed/known group of friends/family that allows for a leisurely exploration of a destination: its history, culture, cuisine, and hidden secrets! Right from choosing the locales, the driving route, stops enroute, outdoor activities, shopping/dining experiences – can be entirely chosen by the customer as per their preference making these tours truly private.

Curated by experts, the Thomas Cook & SOTC's Private Journeys feature exclusive experiences including: a panoramic tour of Stratford-upon-Avon, Warwickshire with exclusive photo stops of Anne Hathaway's cottage, visiting Shakespeare's wife's childhood home - a beautiful timber-framed thatched farmhouse before travelling South through the stunning Cotswolds, witness Britain's greatest medieval experience with a private tour of Warwick Castle and Windsor Castle. Football enthusiasts can explore the Paris Saint-Germain Football club, from top of the stands to the subs bench, the VIP boxes to the conference room and the renowned trophy wall. Private Journeys also offers exploration of Turkiye's turquoise coast from Izmir, outdoor/adventure like ATV Rides/Jeep Safaris or paragliding over Turkiye's unique rock formations. Unique elements also include personalized photo shoots with panoramic backdrops of the Swiss Alps, a Bustronome gastronomic dinner experience under the stars and more!

Highlights of Thomas Cook and SOTC's Private Journeys:

- Premium, private vehicles at one's disposal with professional local English-speaking drivers
- Centrally located 4-star hotels; inclusive of breakfast
- Itineraries cover festivals, wildlife experiences, unique elements of culture & history...
- 24x7 on ground local emergency helpline for customer safety/reassurance

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *"Indians are displaying an increased appetite for exclusive and premium experiences. Our Private Journey portfolio is hence aimed at addressing unique preferences of our discerning customers. These personalised tours are a hybrid between a group tour and a self-drive holiday with an expert local chauffer - making it a perfect option for an in-depth exploration. These tours are fully customisable, private holidays that empower customers - to design their holiday, their way!"*

**Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel Limited** said, *"We are witnessing increased preference for non-standard experiences and leisurely paced holidays. This was the genesis of our Private Journeys with the onset of India's festive season offering us an opportune time to launch this unique portfolio. What makes Private Journeys distinct is that it empowers the customer to be spontaneous and choose experiences as per their preferences and on-the-go!"*

For further details, click here:

[Thomas Cook](#)  
[SOTC](#)

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**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 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, 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 Omnichannel 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 Travel 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.

**Media Enquiries:**

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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