

Thomas Cook (India) Ltd.

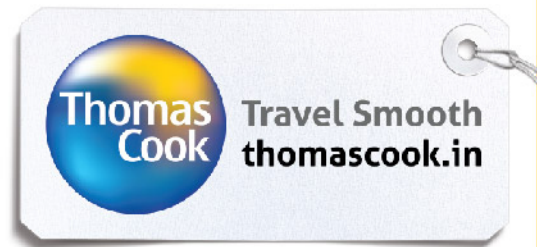
Thomas Cook Building, Dr. D. N. Road,

Fort, Mumbai - 400001

Board: +91-22-6160 3333

CIN: L63040MH1978PLC020717

A FAIRFAX Company



August 30, 2022

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413

Fax No.: 2272 2037/39/41/61

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 August 30, 2022 titled “To capitalise on high demand for Cruise Tourism, Thomas Cook India & SOTC Travel launch attractive Cruise Holidays - across segments”.

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

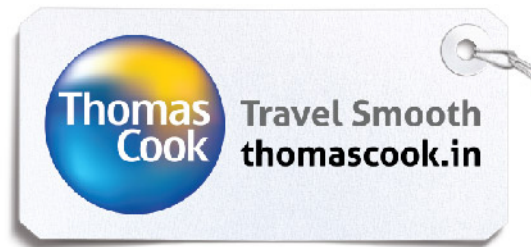
Amit J. Parekh

Company Secretary and Compliance Officer

Encl: a/a

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



To capitalise on high demand for Cruise Tourism, Thomas Cook India & SOTC Travel launch attractive Cruise Holidays - across segments

- Range of cruise holidays starting from Rs 22,000.00* per person for 3-4 days
- Itineraries across Domestic & International destinations
- Wide array of options including *cruise to nowhere*, round the world cruises, value cruises, luxury cruises, etc.
- Offers on select cruises - Buy One Get One Free across select India & International holidays; Early Bird offers
- Option to book online seamlessly via Thomas Cook and SOTC websites as per customer preference – this includes cabins, offers, etc.

Mumbai, 30 August, 2022: With cruise holidays witnessing an unprecedented surge in demand, Indians across segments are displaying an increased appetite for cruises. To capitalise on this significant opportunity, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched an extensive range of **Cruise Holidays** across International and Domestic destinations, The Companies intend to tap into the leisure market, special occasions, B-leisure, MICE and weddings.

Starting early to coincide with travel re-start, post pandemic, Thomas Cook & SOTC were quick to seize on the domestic cruise potential. The Companies have emerged as top sellers of India cruises (Cordelia), with over 4000 customers booked in this short span. With rapid easing of international health protocols/restrictions, the Companies' data reflects a significant 35-40% month-on-month uptick for cruise holidays; key demand drivers being families: 41%; young professionals/millennials: 29%; couples/honeymooners: 24%. Thomas Cook and SOTC's new *Cruise Holidays* aims to maximise on this strong and growing potential – with its seacations, river cruises and sustainable blue tourism programs.

Cruises represent a unique value proposition: an all-inclusive holiday without the hassle of multiple check-in/check-out and transfers. A cruise is packed with exciting on-board entertainment/activities like Broadway shows, stand-up comedy, casino/ night clubs; dedicated play area for children; diversity of gastronomical experiences, indoor and outdoor games, adventure activities like rock climbing, zip lining and water sports; variety of shopping experiences too. Additionally, on-shore excursions enable travellers to avail of destination sightseeing at various ports of call.

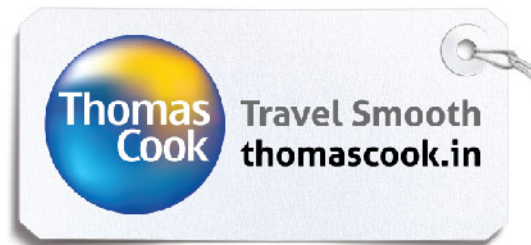
In addition to Cordelia Cruises in India waters, Thomas Cook & SOTC offer a range of short haul cruises: Singapore roundtrip via Malaysia on Genting Dream Cruises and Royal Caribbean Cruises; also Arabia and Dubai voyage covering Dubai-Oman-Abu Dhabi-Qatar on Azamara Quest and Middle East Costa Cruises sailings covering Dubai-Abu Dhabi-Muscat-Bahrain. European cruises continue to be in high demand and the *Cruise Holiday* portfolio offers Mediterranean cruises like Norwegian Cruise Line, Viking Ocean Cruises, Princess and Azamara covering Spain-France-Italy; an intensive voyage from Greece covering ports in Turkiye on the Azamara Pursuit; Scandinavian sailings of Norwegian Fjords and Cunard; also Celebrity Cruises to the exotic Canary and Azores islands. USA is featured extensively via Hawaii and Alaskan sailings of Royal Caribbean Cruises, the Carnival Cruises and the family favourite - Disney Cruise Line. Additionally, Antarctica's ice-breaker luxury cruise sailings on Ponant creates an exceptional polar expedition experience. Besides sea/ocean cruises, luxury river cruising like Avalon Waterways, Uniworld River Cruises and Viking Cruises are now witnessing noteworthy demand.

Indians are quintessential value seekers and hence to accelerate cruise bookings, the Companies have announced a range of special deals like *Buy One Get One Free* and *Early Bird Discounts* on certain cruises. Select cruise lines are also offering special benefits such as discounted prices and free travel for children under 18 years of age.

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Additionally, leveraging the Companies' technology first approach, Thomas Cook and SOTC offer customers the option to select their preferred travel dates and book Cruise holidays through their websites on real time availability basis – this includes cabins, offers, etc.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said *“Cruise holidays offer the perfect combination of entertainment and relaxation, be it for multi-generational families, young professionals/millennials and couples. What is noteworthy is that Indians are opting for sea-cations to celebrate a special occasion or a milestone – be it a cruise to nowhere for 2 nights to a luxurious sailing of 30 days! We are seeing growing preference for higher categories like ocean-view cabins and suites, reflecting clear appetite for higher spend. Our extensive portfolio of Cruise Holidays offers a delightful array of cruise experiences from favourites to new and exotic locales. And to accelerate demand, we have launched a range of unbeatable offers like Buy One-Get One Free and early bird specials on select cruise lines.”*

Mr. Daniel D'Souza, President & Country Head - Holidays, SOTC Travel, said *“Cruise Holidays offer the perfect opportunity to our customers to have a diversity of fascinating experiences onboard a luxurious floating hotel. Our customers look forward to having a memorable journey by indulging themselves on the cruise with out-of-the-world gastronomic experiences, rejuvenating wellness and spa options, duty-free shopping, entertainment and adventure activities for all age groups.*

To inspire our customers across segments, we have announced a range of special deals that are sure to give them the best value for money on their cruise holiday. Additionally, cruises are payable in Indian Rupees making it an added advantage for our customers.”

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, 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 25 countries across 5 continents

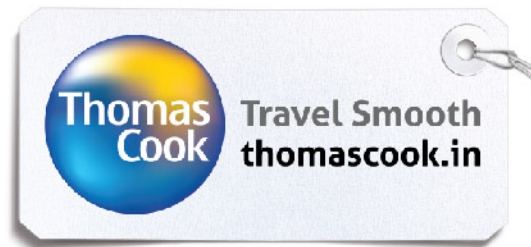
TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management Awards 2018, Best Outbound Tour Operator at the SATTE Awards 2019, Excellence in Domestic Tour Operations at the SATTE Awards 2018, 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

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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 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 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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