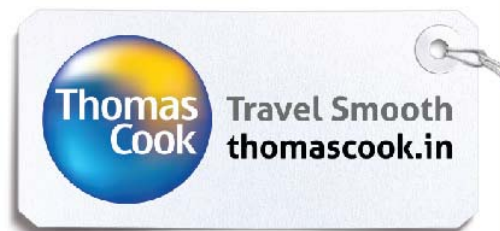


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

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June 1, 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 June 1, 2022, titled **“Thomas Cook India & SOTC witness strong demand for Spiritual Tourism - Expand existing Darshans product range to cover pilgrimage tours, spiritual & wellness and experiential programs.”**

This is for your information and records.

Thank you.

Yours faithfully,

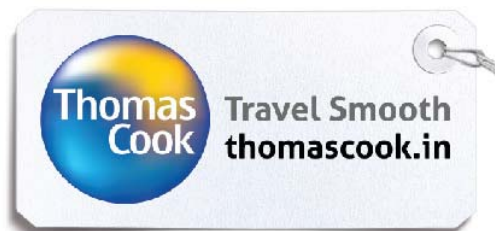
For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

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Thomas Cook India & SOTC witness strong demand for Spiritual Tourism Expand existing Darshans product range to cover pilgrimage tours, spiritual & wellness and experiential programs

- **Ready-to-book and customized Darshans - spiritual journeys: Pilgrimage Tours, Spiritual with Wellness, Spiritual programs with unique experiential elements**
- **Prices start at approx. Rs. 20,000.00 per person for 5 days to Rs. 2,00,000.00 per person for 6 days (premium tours)**
- **Darshan by helicopter including VIP Darshan at temples; option to charter a helicopter**

Mumbai, June 1, 2022: The pandemic with its unprecedented hardships/challenges have caused Indians to actively seek spiritual solace. Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have witnessed a strong 35% growth in Spiritual Tourism. In a focussed endeavour to tap into this high potential yet unorganised segment, the Companies have expanded their portfolio to include a range of ready-to-book pilgrimages and personalized spiritual journeys. Products start at an affordable Rs. 20,000.00 per person for a 5-day tour, with premium-personalised options priced at Rs. 200,000.00 per person for a 6-day tour.

Thomas Cook India and SOTC's diversified product range features: 1) Pilgrimage Tours 2) Spiritual with Wellness 3) Spiritual programs with unique elements – that incorporate local experiences.

India's seniors segment and 45+ age group form the core segment for Pilgrimage Tours. Keeping this in mind, the Companies' top pilgrimage tours extend across: the popular Char Dham Yatra and Do Dham Yatra (option to charter a helicopter as well; VIP darshans) Muktinath in Nepal, Amarnath Yatra, Vaishno Devi shrine with Kashmir, Varanasi with Prayagraj, Ayodhya, etc.

India's couples and solo travellers (30-45 yrs) are displaying strong preference for the Companies' customised spiritual tours that include meditation, yoga and wellness programs like the Yoga Centre/Ashram in Coimbatore, Dharamshala and Rishikesh; Panchakarma programme at Kumarakom, etc.

India's millennials/young professionals and families present the highest growth opportunity – and their preference is for spiritual journeys in combination with outdoor-adventure and authentic local culture/culinary experiences. Thrilling experiences like white-water rafting and night trekking in Vaishno Devi, Kathadi (close to Rameswaram - an emerging hub of water sports), Badrinath's famous valley of flowers trek; bungee jumping in Rishikesh, etc. are inspiring India's millennials to explore the land of spiritual journeys.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Post the pandemic, we are witnessing a definitive surge in Spiritual Tourism in gratitude and to invoke blessings. With the government's strong focus on connectivity and infrastructural development, spiritual locales are attracting interest from not only seniors and families but also from millennials and group of friends. Our product portfolio has hence been diversified to offer a range of convenient pilgrimages and customised options that include wellness, and unique local experiences – across culture, cuisine and outdoor adventure. Customers can book a hassle-free Darshan with us as we seamlessly handle their end-to-end comfort while they focus on their spiritual experience."*

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel said, *"Spiritual tourism has been growing rapidly and expected to further propel the revival and growth of tourism in India. We tested waters pre-pandemic and keeping the post-pandemic surge in demand in mind, we have designed our products to streamline the complete end-to-end experience. Spiritual tourism also provides an ideal getaway amidst tranquil nature with a combination of outdoor adventure and authentic local elements. Our ready to book and*

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personalized spiritual holidays have been designed with care and offer a range of price points to suit every consumer segment.”

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, Visa and Passport 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 勝景遊), 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 TTTG 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

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 70.58% 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

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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:

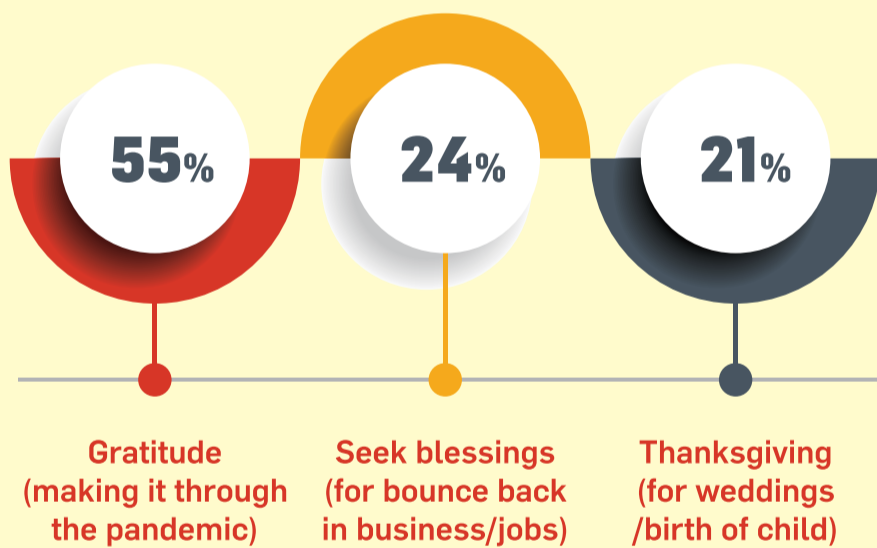
Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in

Spiritual Tourism Segment Research and insights

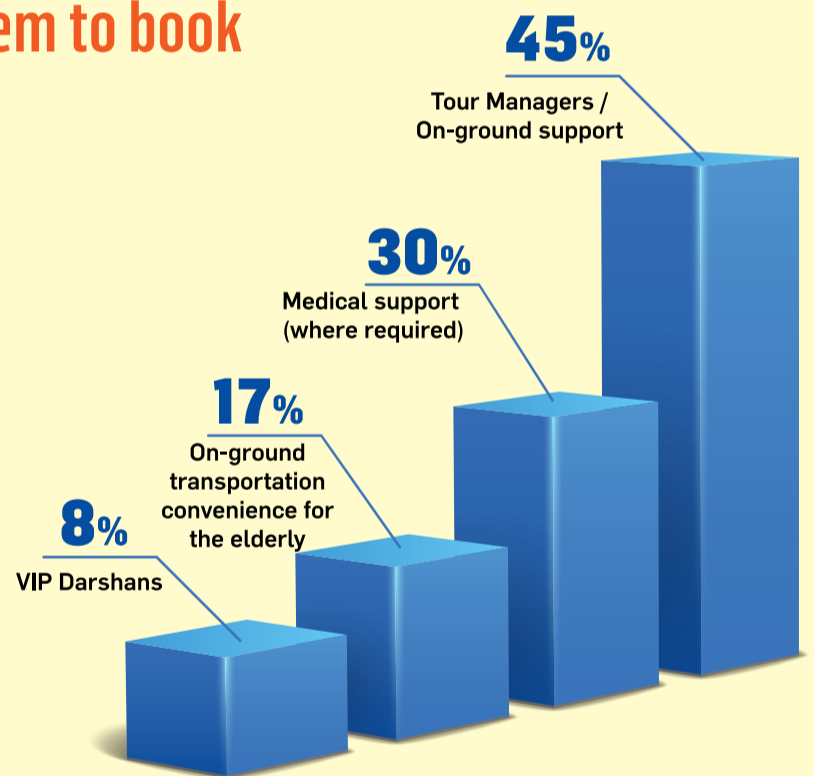
Thomas Cook (India) Ltd. & SOTC launched Spiritual Tourism and tested the waters pre-pandemic. With easing of restrictions and India's successful vaccination drive (post-pandemic), the Companies witnessed a growth of 35% in spiritual tourism. Therefore, the Companies conducted a research to reveal insights of over 2000 customers who have embarked on spiritual journeys. These unique customer preferences have enabled the Companies to build a diverse product range. Based on current data, the Companies have also witnessed increase in spends by 20-30%

Thomas Cook & SOTC highlight interesting customer insights:

Reasons for rise in Spiritual Tourism post pandemic



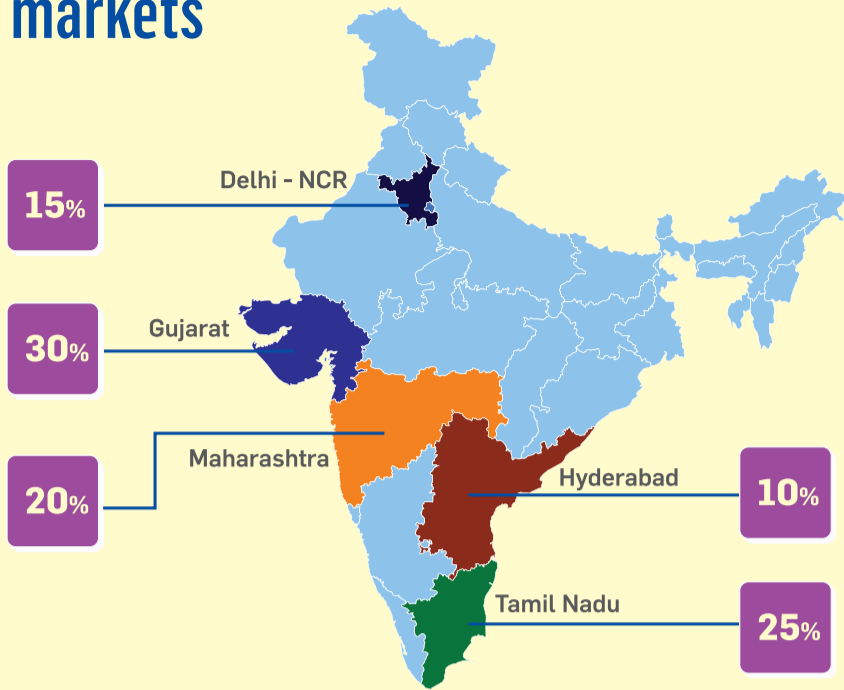
Value-additions extended to customers that encourage them to book



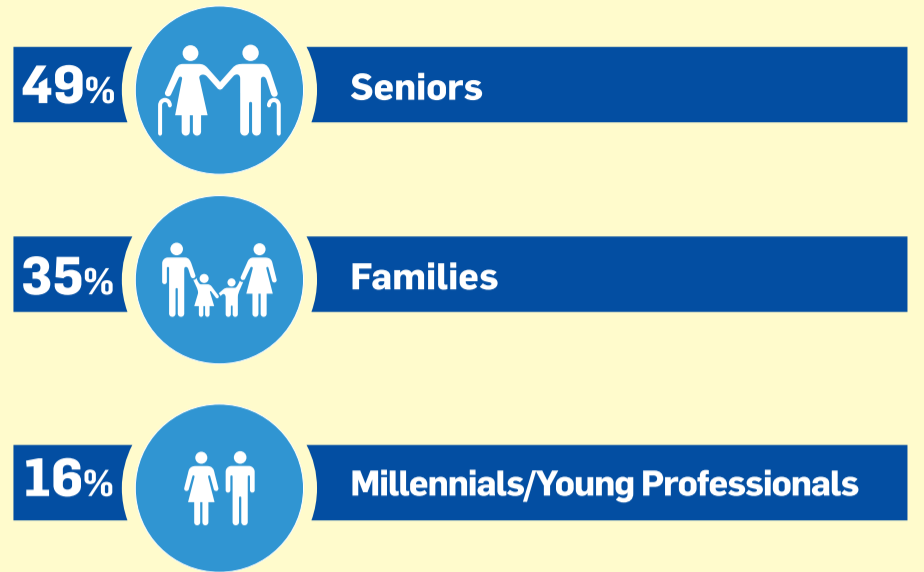
Top Spiritual destinations customers travelled/want to travel to



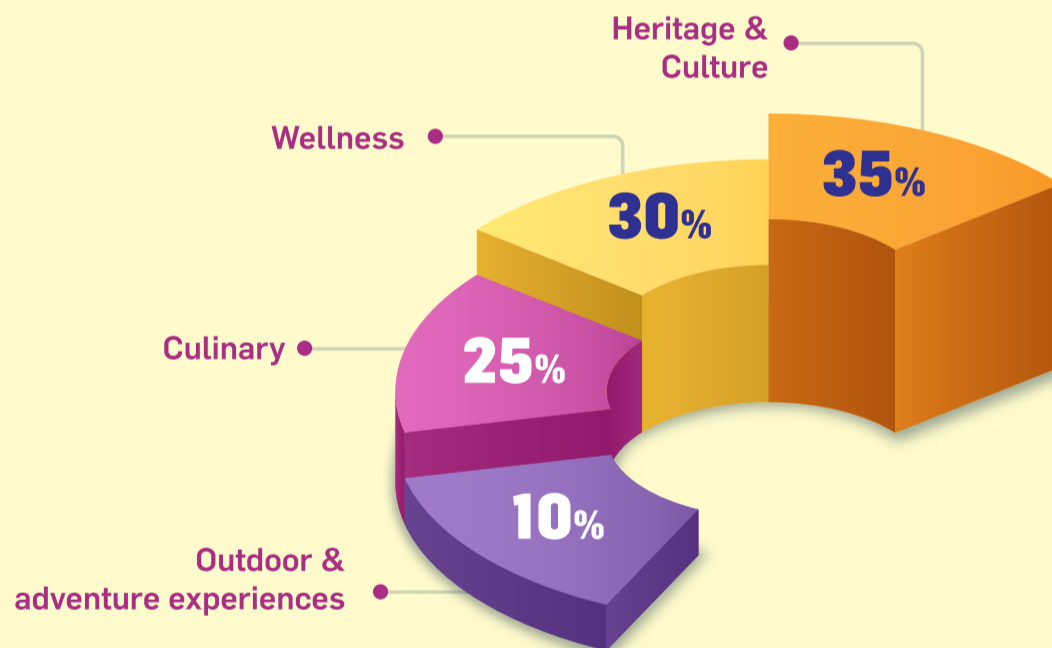
Key source markets



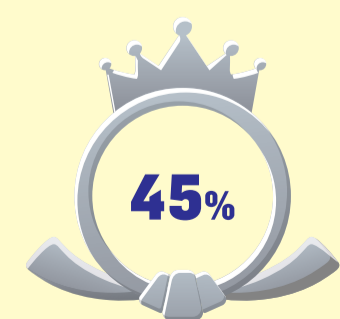
Top consumer segments



Besides Spiritual, unique additional experiences consumers are looking for



Preferred consumer price-points



Affordable
(₹20 000.00 to ₹25 000.00)



Value
(₹25 000.00 to ₹30 000.00)



Premium
(₹40 000.00 to ₹60 000.00)



Luxury
(Above ₹1 00 000.00)