

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



January 10, 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

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 January 10, 2023 titled “To target the growing demand from Young Indians - Thomas Cook India launches a new campaign focussing on Gen Z”.

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 target the growing demand from Young Indians Thomas Cook India launches a new campaign focussing on Gen Z

- **Unbeatable deals for Summer 2023 - Best price guarantee, No Cost EMI - 0% interest, Europe Holidays for as low as Rs. 75,000.00***
- **Experiential and adventure activities like bar hopping, pub-crawls, local cuisine and wine tasting, sky diving, deep sea diving, windsurfing, mountain biking, hot air ballooning, segway tours etc.**
- **Exciting inaugural offer: a complimentary 3-night European cruise across Barcelona, Savona, and Marseille**
- **Validity: January 31, 2023**

Mumbai, January 10, 2023: Thomas Cook (India) Limited, India's leading omnichannel travel services company, has unveiled a new campaign targeting Young India - by highlighting its special range of experiential Summer 2023 Europe Holidays; starting from as low as Rs. 75,000.00. The value tours have been thoughtfully designed to include preferences of Gen Z customers and come with unbeatable deals like Best Price Guarantee and No Cost EMI - 0% interest.

India is the youngest demography in the world with approx. 65% of its population being below the age of 35, driving accelerated e-commerce and digital discovery. Thomas Cook's Digital First focus has resulted in a significant drop of approx. ten years in the average age of its holiday customers. Therefore, with a strategic aim to target Gen Z customers who seek experiential activities, authentic local culture and at value pricing, Thomas Cook's new campaign focuses on attractive rates, unbeatable deals and a host of engaging experiences. Gen Z can sample Europe's local cuisine, wine tasting; exciting nightlife with bar hopping, pub-crawls; a range of outdoor and adventure activities like sky diving, deep sea diving, windsurfing, paddle boarding, mountain biking, hot air ballooning, segway tours, and more - across Paris, Amsterdam, Madrid, Barcelona, Prague, Budapest, and Istanbul.

Gen Z is known to have a shorter attention span, keeping this in mind, Thomas Cook's new 3-part ad series have been strategically conceptualized and shot in a 15-seconds format, each ensuring a sharp message delivery in a quirky and humorous manner, also making them suitable for digital and social platforms.

Thomas Cook's campaign is being aggressively promoted across digital & social platforms, primarily YouTube, Facebook & Instagram.

Link: <https://youtube.com/watch?v=P5jtY8B8MLE&feature=share>

Thomas Cook India provides a powerful omnichannel network - offering customers the choice and convenience of selecting their preferred mode or a combination of channels: 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 and SOTC Travel said, *"Being the youngest demography in the world with approx. 65% of its population being below the age of 35, India's Gen Z loves to travel, pack in and share as many experiences they can at affordable prices. This was the genesis of our special value tours for Europe - designed keeping our Gen Z customers in mind. Our teams have designed exceptional itineraries focused on experiential activities such as exploring nightlife, local cuisine wine tasting as well as activities such as sky diving, deep sea diving, horseback riding, mountain biking, hot air ballooning, surfing, etc. Our digital led campaign highlights our unbeatable offers including best price guarantee on holidays and No Cost EMI - 0% interest on our specially designed Europe holidays for Summer 2023. We invite our Gen Z customers to book their much-awaited summer holidays with us at Thomas Cook."*

*T&C apply

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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 IMAI India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021 & 2022, 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 2018 & 2019, 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; Best Outbound Tour Operator at the SATTE 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.

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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