

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



October 9, 2024

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 October 9, 2024 titled, "Nature & Outdoor experiences driving Indian travel demand - Thomas Cook and SOTC launch a range of Autumn Holidays".

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

Nature & Outdoor experiences driving Indian travel demand Thomas Cook and SOTC launch a range of Autumn Holidays

- **Key Drivers:**

- *Allure of Autumn's vibrant colours and favourable weather*
- *Trend towards off-peak/low-season travel with advantages of attractive pricing and fewer crowds*

- **Top Autumn Destinations:**

- *International: Switzerland, France, Austria, Germany, Scandinavia, Japan, South Korea, Turkey, Georgia, USA, Canada*
- *Domestic: Himachal Pradesh, Kashmir, Uttarakhand, North-East, Kerala, Karnataka*

Mumbai, October 9, 2024: Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched a unique range of *Autumn Holidays* to strategically leverage the strong and growing Indian consumer demand for nature and outdoor experiences. With the Companies' data revealing a notable trend towards low/off-season travel, in addition to vibrant fall colours, Thomas Cook & SOTC's *Autumn Holidays* also serve to drive momentum with added benefits of attractive off-season pricing and fewer crowds at destinations.

The pandemic having created a clear shift in demand for nature and outdoor experiences, Autumn/Fall is now emerging as a viable holiday season for Indian consumers. Thomas Cook & SOTC Travel's new portfolio of Autumn holidays hence intends to maximise on this opportunity by offering enchanting journeys as leaves turn into fiery shades of gold, orange and red.

Against this picturesque backdrop, the Companies' Autumn Holidays offer fun-engaging experiences to appeal to multi-generational families, couples/groups of friends, Gen S, as well as Young India's millennials and Gen Z. In addition to group escorted tours, Thomas Cook & SOTC offers personalised programs with hiking and e-biking along Alpine autumn trails – from Switzerland, Turkey, Georgia to Japan & South Korea; also stargazing while glamping; in unique geodesic eco-pods or a log cabin in Lapland. Adrenaline-fueled experiences include white-water rafting, wakeboarding or exploration on horseback/segway. Unique gastronomy elements include gourmet walks, wild truffle strolls and vineyard tours with accommodation as varied as a chateau, palace or villa in France, Spain, Portugal, Georgia and Italy. Wellness options range from Finland's famed saunas, South Korea's Jjimjilbang/thermal bathhouses, Japan's onsens or a mud bath in Azerbaijan.

Closer to home, India's own autumn gems include nature walks/treks amidst the vibrant chinars in Kashmir or a kaleidoscope of colours in Himachal and Uttarakhand, picturesque terrace tea/coffee gardens and stays in plantation bungalows in Darjeeling or Wayanad, to white water rafting in Coorg/Rishikesh and jungle safaris in Karnataka, Madhya Pradesh and more.

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *"With changing consumer behaviour patterns, our data reflects growing appetite for travel during non-traditional peaks. And Autumn has been emerging as an attractive option, offering spectacular vistas with leaves changing to orange, rust and burgundy. This hence formed the genesis of the launch of our Autumn Holidays. With cooler climes, less crowded locales and off-season pricing, our aim is to fuel Indian demand and extend the traditional peak summer season!*

Autumn is one of the best seasons to explore India, be it the Himalayan regions or hillsides of the South; indulging in spa-wellness or setting off on an exciting safari. Europe, Japan - South Korea, Turkey, USA-Canada are top outbound favourites; with the short hauls like Azerbaijan, Georgia, Uzbekistan, and Kazakhstan's emerging due to easy access and visas."

S.D. Nandakumar - President and Country Head - Holidays and Corporate Tours, SOTC Travel Limited, said, *"With a legacy of 75 years of being an Indian-entrepreneurial brand, SOTC believes that 'no one understands the Indian traveller better than SOTC'. Our intent was to build on the emerging demand for outdoor experiences and we have crafted engaging and memorable Autumnal getaways to catalyse this growing trend. In addition to group tours, our holiday experts co-curate exceptional Autumn itineraries, based on each customer's unique preferences.*

What is particularly interesting is the growing interest we're seeing from India's Tier 2 and 3 markets, highlighting a broader shift towards outdoor and seasonal travel across the country."

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, 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 award for MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 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, 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, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA- / Positive' 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, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. 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 (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings 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.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

Travel Corporation (India) Limited

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), 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.



DEI Holdings Limited

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: <https://www.sterlingholidays.com>

SOTC Travel Limited: <https://www.sotc.in>

Media Enquiries:

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

Ancy Johnas | +91 7678042720 | ancy.johnas@sotc.in