

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, 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 Press Release dated October 9, 2023 titled “Thomas Cook & SOTC launch a wide range of Vegetarian & Jain Tours to meet the growing demand for the festive season.”

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

Thomas Cook & SOTC launch a wide range of Vegetarian & Jain Tours to meet the growing demand for the festive season, from Gujarati travelers

- **Extensive range of authentic vegetarian and Jain cuisine on-tour**
- **Groups Tours accompanied by Thomas Cook and SOTC's expert Gujarati speaking Tour Managers**
- **Range of destinations: India and International**

Mumbai, October 9, 2023: Cuisine plays a critical role while planning a holiday for Indians – especially vegetarians. Data from Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, indicate that travellers from India's West Region – specially Gujarat and Maharashtra are displaying an increased travel appetite for the upcoming Diwali festive season, and this has resulted in a strong uptick in demand of 90% YoY. To leverage on this strong and growing opportunity in India's vegetarian segment, Thomas Cook and SOTC have launched exclusive **Vegetarian and Jain Tours** that combine the best of cuisine and cultural experiences to a range of favourite locales, for customers in Gujarat and Maharashtra.

Thomas Cook and SOTC's exclusive **Vegetarian and Jain Tours** offer customers a diverse range of India and International locales to choose from, with departures from Ahmedabad and Mumbai. The portfolio features air-inclusive, land-only and customizable holidays to target India's high potential segments including multigenerational families, owing to schools closing for mid-term break; also honeymooners/couples/DINKs, millennials/young professionals, Gen Z, seniors/Gen S and more.

The Companies' special **Vegetarian and Jain Tours** portfolio features a range of handpicked favourite destinations like Europe's Switzerland, Paris, Italy and Vatican City; Turkiye, South Africa, Australia and Egypt. Closer to home/easy-visa destinations like Singapore, Singapore + cruise, Thailand, Malaysia, Indonesia, and Vietnam. Domestic locales feature Kashmir, Himachal, Andamans, Kerala, North East; also Bhutan - known to be the happiest and the greenest country in the world and Sri Lanka in the Indian subcontinent. What is noteworthy is that all group tours will be escorted by expert Gujarati speaking tour managers, and international tours will also be accompanied by a special chef.

Popular Gujarati dishes served on-tour include Gujarati Dal, Aam Ras, Aloo Methi Nu Shak, Bhindi Masala, Gata Nu Shak, Pani Puri, Aloo Jeera, Bhakri, Gujarati Moong Khichidi, Gujarati Kadi, Papdi Chaat, Methi Na Gota, Dhudi Nu Shak, Pav Bhaji, Basundi, Jalebi and more.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"The Gujarati community loves to travel with family and loved ones, and are known to take the festival where they go. With schools closing for mid-term breaks, our data indicates that Gujaratis across customer segments, especially families, are increasingly looking to travel during Diwali. Vegetarian food especially during travel is critical for Gujarati customers; this was the genesis of our Vegetarian and Jain Tours. These special tours with handpicked locales have been crafted to delight our customers. Our team of travel experts have meticulously planned and curated experiences to make them memorable for all segments. Additionally, we are also offering our customers with free hotel upgrades, also fun activities like a gala dinner and garba nights."*

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel Limited said, *"We understand the quintessential Indian traveller better than anyone else, and our years of expertise has helped us design this strong portfolio of Vegetarian and Jain Tours to cater to India's vegetarians. Indians love their food, especially Gujaratis and finding vegetarian and Jain meals while travelling may be a challenge - especially outside the Country. To cater to the unique food preferences of our Gujarati customers, our exclusive Vegetarian and Jain Tours offer customers with sumptuous meals on-tour, this includes the best of local specialities in India, and international departures are accompanied by an expert chef. To ensure added comfort and reassurance, all our tours are escorted by our expert Gujarati speaking tour managers to make it a truly memorable holiday."*

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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 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 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 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 programs and bank facilities of Thomas Cook (India) Limited - 'CRISIL AA- / Stable' 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 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:

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of Thomas Cook (India) Ltd. 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 (SOTC), a wholly owned subsidiary of TCIL and a step-down subsidiary of Fairfax Financial Holdings Group, 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.

Travel Corporation (India) Limited

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

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

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

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