

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



29th February, 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 29th February, 2024 titled “Thomas Cook India & SOTC Travel focus on the growing segment of customers seeking to combine pilgrimages with local cultural & soft adventure experiences across India.”

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 India & SOTC Travel focus on the growing segment of customers seeking to combine pilgrimages with local cultural & soft adventure experiences across India

Darshans and Pilgrimage Plus Holidays cover destinations like Rishikesh, Dwarka, Varanasi and Rameshwaram with hand-picked local experiences, food and sight-seeing

- **Diversity of spiritual locales: Char Dham, Jyotirlinga Tours, Varanasi & Prayagraj, Shirdi Darshan, Rath Yatra, Madurai-Rameshwaram-Kanyakumari, Ramayan Anant Yatra, Dwarkadish...**
- **Experience driven tours including unique cultural and adventure elements**
- **Extensive range: group escorted tours; ready-to-book; customized options**
- **Guided VIP darshans with local tour guides**

Mumbai, February 29, 2024: The pandemic influenced YOLO (You Only Live Once) sentiment has created a strong impact on the Indian traveller. The New Age traveller prefers to immerse into a destination and experience it like a local. Spiritual locales are no longer restricted to only sacred sites but also experiences - adventure, wellness, food, culture and history. Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel's data reflects a surge in demand of 100% YoY for spiritual locales with a high preference for cultural experiences and adventure. The recent inauguration of the Ram Temple in Ayodhya, along with improved connectivity and infrastructure, has accelerated online searches by 10x. In a focused endeavour to tap into this high potential yet unorganized segment, the Companies have expanded their spiritual tours portfolio with a diverse range of ready-to-book and personalized tours to spiritual locales across India and the subcontinent.

While historically India's seniors/Gen S comprised a key segment for spiritual travel, Thomas Cook & SOTC are witnessing an uptick in demand from segments like multigenerational families, honeymooners/couples and Young India's millennials and Gen Z.

The Companies' consumer data reveals that demand is not restricted to traditional pilgrimages, but also for unique local experiences. Thomas Cook and SOTC have hence curated an attractive product range - Pilgrimage Plus - featuring a combination of spiritual breaks with local experiences: outdoor adventure like mountain biking and paragliding in Vaishno Devi, Rameshwaram - a hub for fun or diving with PADI professionals, river rafting and kayaking in Rishikesh, camping in Uttarakhand, jungle trekking in Gujarat, etc. Also, unique experiences like sunset boat rides in Varanasi, the Chhau dance - that blends classical Indian dance with martial arts and folk traditions, the nesting of the Olive Ridley turtles at Gahirmatha and Rushikulya in Odish, the stepwell in Rani ki Vav in Gujarat or learning the martial art of Kalariyattu in Kerala.

Thomas Cook and SOTC's range of spiritual tours also include customized spiritual/wellness options like meditation, yoga, and wellness programs like the Panchakarma ayurvedic program at Kumarakom, Yoga Centre/Ashram in Rishikesh, Uttarakhand, etc.

Thomas Cook and SOTC's **Spiritual Tourism portfolio** features a range of themes including:

- **Spiritual Journeys** - handpicked tours to India's most popular religious sites including Char Dham, Do Dham, Kashi-Vishwanath corridor, Vaishno Devi, Varanasi, Rath Yatra, Amarnath Yatra, Kailash Mansarovar, Bodhgaya, Dwarkadish; the Tamil Nadu temple circuit of Chennai, Tirupati, Kanchipuram, Pondicherry, Mahabalipuram; Muktinath in Nepal and more
- **Ramayana Trails** - private guided tours featuring locales associated with the life and times of Lord Ram, within India and in Sri Lanka, including Ayodhya, Prayagraj, Chitrakoot, Hampi, Madurai and Rameshwaram

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- **Jyotirlinga Darshan Trails** - dedicated tours to the 12 Jyotirlinga shrines across India
- **Anant Kashi Ayodhya Yatra**
- **Navagraha Temple Tour - Tamil Nadu**

Inclusions:

- Guided/VIP darshans at temples
- Guide cum storyteller to explain the nuances and historical-cum-spiritual perspective of the locales
- Satvik meals
- Escorted group tours with expert regional language speaking Thomas Cook/SOTC tour manager
- Accommodation ranging from hotels to tents

Thomas Cook and SOTC have introduced special offers like Travel Now Pay Later and zero interest EMIs.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said *“Indians are increasingly drawn to spiritual journeys, more so with the pandemic increasing appreciation for life, in gratitude and to invoke blessings. Spiritual locales are attracting interest from not only seniors and families, but also from the younger segment - millennials and group of friends. With the government’s strong focus on connectivity and infrastructural development, we have seen an uptick of 100% YoY. To tap into this high growth segment, we have expanded our spiritual plus tours to feature a range of popular sites coupled with 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. To offer customers ease and convenience, we also offer them the choice of Travel Now Pay Later and zero interest EMIs”*

Mr. Daniel D’souza President & Country Head - Holidays, SOTC Travel Limited said *“Spiritual tourism has witnessed significant growth in India: our data reflects an uptick of 20-30% month- on-month. Over our 75 years as a company, we have witnessed the evolution of Pilgrimages with Indians now combining darshans with leisure and this was the genesis of our extended range of Pilgrimage Plus tours. Pilgrimage Plus tours provide a spiritual core together with a getaway amidst tranquil nature or in combination with outdoor-adventure and authentic local experiences. Our ready to book and personalized spiritual tours have been designed with care and offer a range of price points to suit every consumer segment.”*

**T&C Apply*

For further details click here:

[Thomas Cook](#)
[SOTC](#)

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, 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

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.
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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, 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 TCIL - '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, 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: <http://www.sterlingholidays.com>

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

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