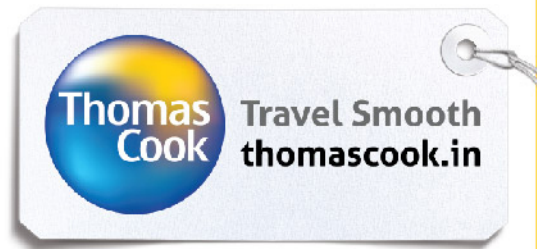


**Thomas Cook (India) Ltd.**

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

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October 12, 2021

The Manager,  
Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Scrip Code: 500413

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.: 2272 2037/39/41/61

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 12, 2021 titled “Thomas Cook India & SOTC launch a series of Consumer Roadshows to Capitalise on high travel demand/opportunity of the Festive Season”

This is for your information and records.

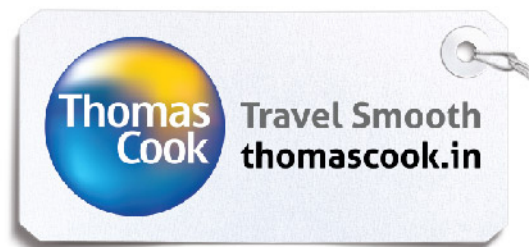
Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

**Amit J. Parekh**  
Company Secretary and Compliance Officer

Encl: a/a



## **Thomas Cook India & SOTC launch a series of Consumer Roadshows to Capitalise on high travel demand/opportunity of the Festive Season**

**Holiday Experts on site - to guide/assist customers on travel and health protocols  
Special offers/deals across India & International holidays - to accelerate spot bookings**

- **Buy One Get One FREE! Companion Offer**
- **Early Bird Offers; Family Discounts; Crazy Deal Products**
- **Special Festive Group Tours – Guaranteed departures accompanied by an experienced Tour Manager**
- **Exciting Biking, Camping & Adventure Holidays**
- **Honeymoon Specials**
- **EXPO 2020 Dubai – great deals!**

**Mumbai, October 12, 2021:** The steady lifting of restrictions across India and international destinations, vaccine acceptance and the potential reopening of commercial flights, is giving rise to significant travel demand. Additionally, India's upcoming Festive Season is proving to be a powerful driver of travel desire. To capitalise on this high potential opportunity, Thomas Cook India, India's leading integrated travel services company, and its Group Company, SOTC Travel, have launched a series of physical consumer roadshows across key source markets pan India.

Travel intent is at an all-time high: Thomas Cook & SOTC's latest survey reveals that over 85% respondents are keen to holiday between October to December 2021; 77% preferring international travel and 82% domestic. However, the constant flux in entry-exit regulations and health-safety protocols can be challenging. Thomas Cook and SOTC's physical consumer roadshows have hence been conceptualised to guide and assist customers through the complexities of travel in this Covid-era. The companies' experts are stationed at each venue to provide advice and guidance in planning a smooth holiday experience.

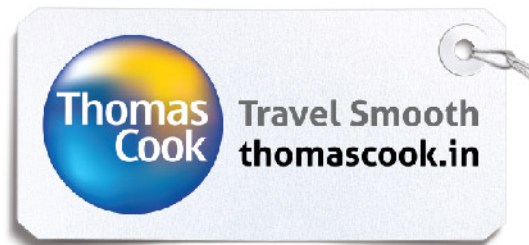
Key consumer catchment areas have been selected across high potential source markets including metros like Delhi, Mumbai, Kolkata, Hyderabad, Chennai and Bengaluru mini-metros like Pune and Tier 2-3 locations across India, including Jaipur, Jodhpur, Indore, Chandigarh, Dehradun, Lucknow, Guwahati, Ahmedabad, Surat, Baroda, Nashik, Madurai, Coimbatore, Vijayawada, Mangaluru/Udupi, Nagpur, Bhubaneshwar, etc. To ensure customer convenience, most of the roadshows are being held on weekends, at the companies' outlets and a range of easily accessible venues – in close proximity to residential areas.

### **Special Offers at the Roadshows\*:**

- **Buy One Get One FREE! Companion Offer**
- **Early Bird Offers**
- **Family Discounts** per family
- **Taj Voucher of Rs 10,000.00 on India Extravaganza & Grand India Holidays**
- **Crazy Deal Products**
- **Special Festive Group Tours – Guaranteed departures accompanied by an experienced Tour Manager**
- **Exciting Biking, Camping & Adventure Holidays**
- **Honeymoon Specials**
- **EXPO 2020 Dubai – great deals!**

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**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited.** said, *“We have been witnessing a surge in holiday demand, with the upcoming festive season being a powerful driver. Our physical consumer roadshows will hence benefit our customers with our holiday experts present to provide much needed guidance on travel requirements and health-safety protocols while planning a smooth and memorable holiday in 2021. We have an exciting range of holidays - from biking, camping and adventure experiences to leisurely family bonding trips and special festive group tours – accompanied by our experienced Tour Managers. Kashmir continues to be a top favourite for our customers, and additionally we are now seeing strong interest for Andamans, Rajasthan, Goa, North East and Gujarat too. We are the top contributor for Cordelia cruises and have already booked 2000 customers between Thomas Cook & SOTC.*

*With Indians looking forward to the highly acclaimed EXPO 2020 Dubai, we have included a delightful range of ready to book and customised options with a guided tour – and special discounts. With positive announcements from UK on no quarantine for doubly vaccinated Indians and re-opening of borders for USA from November (for valid visa holders); we anticipate a surge to both destinations that have always been favourites. Our unbeatable offers will ensure additional benefit to our customers as they plan their perfect holiday this festive/winter season!”*

**Mr. Daniel D’souza President & Country Head, SOTC Travel** said, *“Our Roadshows have been strategically planned to leverage the strong and growing travel demand this festive season. Our locations offer easy access to enable customers and their families to walk in on weekends and select from an array of options at very attractive prices. We have great offers available - like our Buy One Get One Free-Companion Offer, Early Bird, family discounts, and more! We’ve included India’s top favourites in Kashmir, Andamans, Goa, Rajasthan, North-East; also international experiences like Russia’s Lapland & Northern Lights to autumn colours and Christmas markets and winter activities.*

*The Thomas Cook & SOTC Holidays are strong equipped with **TravShield - comprehensive Safety Commitment & Assured Safe Travel Program in association with Apollo Clinics:***

*• Vaccinated Travel Advisors & Contactless Bookings • Free Re-scheduling & Cancellation • Covid Insurance Cover with 24/7 Doctor on Call • Vaccinated / Covid negative fellow travellers • Covid negative / Vaccinated Drivers, Hotel Staff • Sanitized Rooms & Vehicles.”*

*\*T&C apply*

**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook India) Limited. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include 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 T Pro, 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 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2018 & 2019 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 – 2015 to 2019 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.

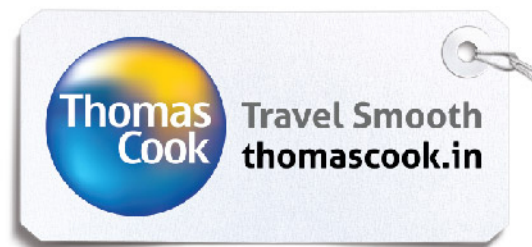
For more information, please visit [www.thomascook.in](http://www.thomascook.in)

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

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**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, wholly owned subsidiary of TCIL is engaged in time share and resort business.  
SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.  
Travel Corporation (India) Limited. (TCI), a brand owned by TCIL through its wholly owned subsidiary company, 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 travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel and Foreign Exchange. 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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