

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



December 12, 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 the Press Release dated December 12, 2023 titled “Thomas Cook India uses innovative mixed reality & anamorphic outdoor to break the clutter & communicate that “Europe is best experienced with Thomas Cook”.”

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

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

Thomas Cook India uses innovative mixed reality & anamorphic outdoor to break the clutter & communicate that "Europe is best experienced with Thomas Cook"

Mumbai, December 12, 2023: [Thomas Cook \(India\) Limited](#), India's leading omnichannel travel services company has leveraged outdoor media in a disruptive initiative to create buzz in both - the outdoor and digital - social media space. This exciting and clutter-breaking format, built on mixed reality and anamorphic displays is intended to grab attention and encourage social sharing by young India - amplifying Thomas Cook's brand visibility and cool quotient.

To emphasize its campaign theme – *Europe, Best Experienced with Thomas Cook* – the brand has conceptualised a 3D anamorphic creative that showcases a breath-taking shot of Switzerland's Glacier Express on a journey across the iconic Brusio Spiral Bridge. The moving display of one of the most scenic train rides in Europe, features the Glacier Express literally popping out of the hoarding, making it an exciting experience for the motorists/pedestrians passing the hoarding.

In addition, Thomas Cook India has also smartly utilized mixed reality to create an illusion of an outdoor hoarding installed at an iconic location in Mumbai. This short video of the outdoor site, showcases a train zipping through the Swiss Alps, while creating an illusion of snow cascading from the hoarding onto the streets, surprising/shocking onlookers.

Links to videos:

Video 1: [YouTube](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#)

Video 2: [YouTube](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

The campaign was conceptualised and executed by one of the leading outdoor agencies - Outdoor Advertising Professionals.

Mr. Abraham Alapatt, President & Group Head, Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Limited said, *"I am delighted to bring an innovative concept to our new-age Indian consumers, intended to create excitement/buzz around travel. We have smartly leveraged mixed reality and 3D anamorphic displays to bring to life the iconic Glacier Express speeding through Switzerland's spiral Brusio viaduct – while showering snow from the hoarding onto unsuspecting bystanders!*

The shock and awe encourages social sharing among today's digital natives, hungry for vibrant new formats/content.

Our intent is to increase brand visibility via exciting/innovative concepts and to up our cool quotient/appeal to target young India."

Mr. Abhijit Sengupta, CEO, OAP Mediatech said, *"With optical Illusion on billboards having been a monopoly of an overseas agency, I was waiting for an opportunity to experiment on anamorphic executions as well as the mixed reality content in India. And then came Thomas Cook's brief!*

While creating anamorphic designs with physical items like a can or car is relatively easy, but to come up with an idea on a holiday destination and that too entire Europe, was a challenging proposition. And we did not have any stock pictures or video shoots to work upon. That's when we thought of making rail the hero, the ambassador. Everything was done from scratch - CAD modelling, to texturing, light & shadowing and finally rendering and compositing.

In both the cases we chose a 1-plane anamorphic drawing, since the digital billboard chosen was a flat one. For the round bridge, a 3-plane perspective grid and for the tunnel a 2-point but reverse perspective grid was chosen. I would like to thank Thomas Cook for the opportunity and the faith in us."

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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, 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 Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IAMAI 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 (SOTC), a wholly owned subsidiary of TCIL and part of the 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

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.

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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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