

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



22nd March, 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

Dear Sir/ Madam,

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

Ref: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated 22nd March, 2024 titled, “Thomas Cook India repositions Holidays with a fresh new approach - how Thomas Cook holidays enable customers to “Have Great Stories to Tell”.”

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 repositions Holidays with a fresh new approach - how Thomas Cook holidays enable customers to “Have Great Stories to Tell”

Launch campaign features much loved icons: ace cricketer Ravichandran Ashwin & popular actor Vikrant Massey telling their holiday stories

Mumbai, March 22, 2024: [Thomas Cook \(India\) Limited](#), India’s leading omni channel travel services company has signed on the ace cricketer Ravichandran Ashwin and popular actor Vikrant Massey to position the leading travel services brand as the best at creating holiday experiences that make for great stories for their customers - while reiterating the promise of Thomas Cook quality for assurance. The strong customer connect of Ashwin and Vikrant reinforces the connect with not only the two big drivers of cinema and cricket - but also the credibility of these two much loved icons.

With domestic tourism back in the spotlight and witnessing accelerated growth for Thomas Cook, the association commences with a campaign that focusses on the vibrant and diverse opportunities that India represents - using Ashwin and Vikrant as the "storytellers"! The creative insight for each of the two films showcases the new brand position for Thomas Cook - as the creator of experiences, giving customers the holiday stories that are what holidays are really about.

The new campaign is being launched with a 4-part India Holidays digital campaign. In the first part of the campaign, Ashwin & Vikrant fondly reminisce about holidays in their youth, when they would manage with the bare basics and how their holiday aspirations have changed completely, and how today, all of us want better quality holidays...from Thomas Cook of course!

Links:

- https://youtu.be/bHBm_5GLYSU?si=lcl6t_xquvkNydLV
- <https://youtu.be/QkkiPaBWvC4?si=hEw7O8cKv6FTMUFW>

In the second, they encourage all Indians to consider taking more Indian holidays (besides taking their dream international holidays), because the quality of India Holidays have been elevated so much over the past few years - with world class connectivity, stay, food and local experiences.

Links:

- <https://youtu.be/aJt7yeLNfAE?si=z0LCxi8HDgNsXh2->
- <https://youtu.be/MKQkFTKFDKk?si=Q60GxSYFBj7IUui3>

Aided by the campaign, Thomas Cook India aims to rapidly scale the massive and growing Domestic Holidays opportunity – while focussing on quality conscious customers, leveraging the 143 year heritage and reputation of the brand for category leading quality.

Mr. Abraham Alapatt, President & Group Head – Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Limited said, *"This is a long-term leadership position for Thomas Cook as the market leader, to build a distinctive creative platform with a strong emotive appeal. The campaign idea is based on the undeniable customer insight that well-travelled people are more interesting people - because well curated, quality travel experiences are incredibly enriching and memorable & Thomas Cook as the nation’s leading holiday service provider, ensures that customers have great holidays and therefore, have “Great stories to tell”. In this age of rising aspirations and social media sharing, the campaign idea is a natural fit to target the younger, quality-conscious holiday customer - who is comfortable paying for the value of top notch services and experiences, rather than cutting corners and compromising."*

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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 award for 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, 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 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.

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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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