

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



April 13, 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 April 13, 2023 titled “To capitalise on the high demand for Spiritual Tourism - Thomas Cook India & SOTC Travel expand Spiritual Journeys/Darshans portfolio.”

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

To capitalise on the high demand for Spiritual Tourism Thomas Cook India & SOTC Travel expand Spiritual Journeys/Darshans portfolio

Mumbai, April 13, 2023: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel's consumer data indicates that the Companies' Spiritual Tourism segment is witnessing a significant uptick of approx. 40% vs. pre pandemic. With a strategic intent to target this increased demand, the Thomas Cook and SOTC Travel have expanded their Spiritual Journeys/Darshans portfolio with ready-to-book and customizable tours across India's top preferred spiritual locales like Char Dham, Do Dham, Ramayan Trails (Ayodhya, Chitrakoot, Rameshwaram), Prayagraj, Kashi-Vishwanath corridor, Vaishno Devi, Varanasi, Rath Yatra, Bodhgaya; also the Tamil Nadu temple circuit of Chennai, Tirupati, Kanchipuram, Pondicherry, Mahabalipuram, and more. The specially crafted Spiritual Journeys/Darshans range across price points, starting at Rs. 11,270.00* to premium-personalised tours include VIP Darshans and Chardham Yatra by Helicopter. Exclusive offers include Early Bird Discounts and upto Rs. 2,000.00 off on select bank cards.

While historically India's seniors/Gen S comprised a key segment for Pilgrimages Thomas Cook & SOTC Travel have seen an uptick in demand from segments like multigenerational families and honeymooners/couples.

What is noteworthy is that the Companies are witnessing a discernable shift – with increasing demand (over 25% Vs 2019) from India's millennials and Gen Z. However, consumer data/insights reveals that the demand is not restricted to traditional pilgrimages but for pilgrimage plus or spiritual products. Thomas Cook and SOTC Travel have hence designed an attractive range that features a combination of spiritual breaks with unique local experiences and outdoor adventure like white-water rafting and night trekking in Vaishno Devi, Rameswaram - a hub for fun or diving with PADI professionals, bungee jumping in Rishikesh, etc. Also, unique experiences like magnificent views of sunsets from the ghats, boating on the Ganges or exploring the weaver's village in Varanasi; birding at Chilika Lake and visiting a heritage crafts village in Puri; learning a local art like Kalayari payattu and authentic local food trails in Kerala. For added comfort and convenience, select tours include helicopter services and VIP darshans.

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

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *“The concept of Spiritual tourism is evolving rapidly and is gaining momentum not only from Gen S but also young India's Gen Z and millennials. We are witnessing an uptick in demand emerging from India's metros and mini metros, in addition to tier 2 and 3 cities. To tap into this significant opportunity we have expanded our Spiritual Journeys/Darshans portfolio to include unique and customizable experiences like outdoor/adventure such as white water rafting/bungee jumping and local cuisine trails. Our diverse range extends across affordable to luxury price points.”*

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel said, *“The pandemic has resulted in a strong revival of spiritual tourism, and we are witnessing a significant and growing demand for spiritual locales like Char Dham, Do Dham, Prayagraj, Kashi-Vishwanath corridor, Ramayan Trails to Ayodhya, Chitrakoot, Rameshwaram, the Tamil Nadu temple circuit and more. What is interesting is that customers are now combining their spiritual tours with leisure holidays and this was the genesis of our pilgrimage plus holidays that offers our customers with an eclectic mix of options they can choose from and comes with special offers to sweeten the deal.”*

For further details click here:

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

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**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, Luxe Asia, 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 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 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

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 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, a wholly owned subsidiary of TCIL, is a leading Indian Leisure Hospitality company with 37 resorts across the country, providing a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited, a wholly owned subsidiary of TCIL, is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation (India) Limited (TCI), 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.

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 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 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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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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