

**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



11<sup>th</sup> January, 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 11<sup>th</sup> January, 2024 titled “Thomas Cook and SOTC announce exclusive charter flights to Bhutan Special Summer departures from Bengaluru.”

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 and SOTC announce exclusive charter flights to Bhutan Special Summer departures from Bengaluru**

- **Fresh-Unique experiences: archery, authentic local meals, lunch at a farmhouse, beer tasting**
- **Experienced local Bhutanese guides**
- **Attractive pricing. Special discount: Rs. 10,000.00 per person**

**Mumbai, January 11, 2024:** Post pandemic, with Indians becoming increasingly discerning travellers and seeking fresh new destinations, Bhutan is emerging strongly on the radar - displaying a growth in demand of 25% compared to last year. To capitalise on this high potential, [Thomas Cook \(India\) Limited](#) - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched a ground-breaking initiative – exclusive charter flights to Paro (Bhutan) from Bengaluru, starting April 2024.

South India represents a key source market for Thomas Cook & SOTC Travel, already contributing over 45% to the companies' business to the Himalayan Kingdom of Bhutan, and growing. However, the significant challenge is the lack of direct air connectivity from India's southern region, resulting in both an increase in cost (approximately 15%), and inconvenience (multiple flights, changing airports/terminals, multiple check-ins and baggage drop/collection, etc). This gap formed the genesis of the companies' Blue Ocean strategy - with the launch of special charters to Bhutan from Bengaluru.

Bengaluru represents a strategic gateway, giving Thomas Cook and SOTC increased access via a hub and spoke model, to the powerful and growing source markets – of not just Karnataka, but also the larger Southern region.

The Thomas Cook and SOTC Bhutan charters include group tours (GIT), individual travel (FIT) and ad-hoc groups, in a focussed endeavour that targets multigenerational families, groups of friends, couples/honeymooners and Young India.

Bhutan is known to be one of the happiest and greenest countries in the world and the first carbon-negative nation. The destination offers travellers spectacular scenic vistas, distinctive monasteries, romantic hotspots, nature reserves, Himalayan terrain and lush green valleys, rejuvenating hot-stone baths; with its unique culture and its warm welcoming people being a strong USP. Bhutan offers something for every discerning traveller.

### **Unique Experiences:**

The Companies' Bhutan Charter product includes handpicked experiences: a visit to Bhutan's most sought after monasteries- Taktsang Palphug, Rinpung Dzong, the ancient Punakha Dzong; exploring the weekend market in Thimphu; learning archery; hot stone therapy at natural hot springs; sightseeing near Bhutan's oldest walking suspension bridge - the Punakha Suspension Bridge. The tour also includes local Bhutanese meals, lunch at a farmhouse, beer tasting with snacks at Paro; and a local Bhutanese guide throughout the tour.

Outdoor/adventure and nature enthusiasts get to experience the adrenalin rush of white water rafting at Po Chu and Moochu confluence or kayaking at Wang Chhu; a trek to the Taktsang Palphug Monastery (Tiger's Nest Monastery); bird watching to witness over 600 species of rare birds.

To reassure and support customers, all Thomas Cook and SOTC's charters to Bhutan will be accompanied by the Companies' expert tour managers from Bengaluru.

### **Tour Highlights:**

- Charter departures: April and May 2024
- Duration of tour: 8 days
- Destinations included: Thimpu, Punakha and Paro

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**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *“Innovation is in our DNA, and the launch of our exclusive charters from Bengaluru is a smart strategy to leverage the growing interest towards the Himalayan kingdom of Bhutan. South India has contributed the largest share to Bhutan and is a significant and growing market that we intend to tap via the launch of our charter departures. To inspire customers from this high growth market, we have designed a unique portfolio of products that offer the best of Bhutan. Bengaluru was chosen due to its central location and ease in connectivity across key source markets of South India.*

*Bhutan is truly a hidden gem and perfectly in sync with India’s rapidly evolving new age customers. The beautiful country is a harmonious blend of unique history, culture, breath-taking natural beauty, architecture, adventure, gastronomy and more.”*

**Mr. Daniel D’souza President & Country Head - Holidays, SOTC Travel Limited** said, *“2024 marks the 75<sup>th</sup> anniversary of SOTC, and our announcement of charter departures to Bhutan is a first mover to capitalise on the uptick in demand. Our newly launched charter departures to Bhutan with Bengaluru as the gateway, offers our travellers from South India the benefits of ease and convenience with direct and exclusive flights to the destination. Based on customer feedback, we have included experiences that are different from our traditional products. We are working closely with Bhutan Tourism and key local partners and will continue to enrich our products to delight Indian customers.”*

**For further details, click here:**

[Thomas Cook](#)

[SOTC](#)

\*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, 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](http://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

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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 nearly 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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