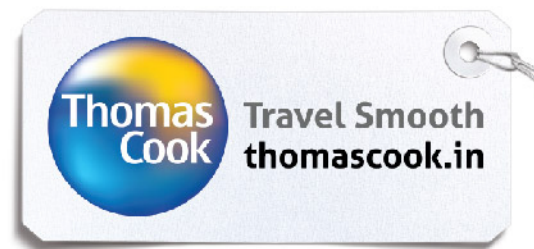


**Thomas Cook (India) Ltd.**

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

A FAIRFAX Company



October 3, 2022

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 3, 2022 titled “Thomas Cook India & SOTC focus on the Phygital-Hybrid customer - seeking convenient digital access, but with a personal touch”.

This is for your information and records.

Thank you.

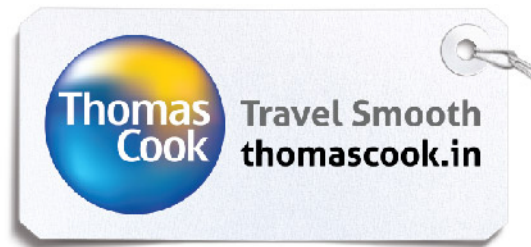
Yours faithfully,

For **Thomas Cook (India) Limited**

**Amit J. Parekh**

Company Secretary and Compliance Officer

Encl: a/a



## **Thomas Cook India & SOTC focus on the Phygital-Hybrid customer seeking convenient digital access but with a personal touch**

### ***Launch Live Video Platform to enable real time connect with Holiday Consultants***

- **Avoids the hassle of downloading apps/software**

**Mumbai, October 3, 2022:** In a strategic endeavour that capitalises on pent-up demand to accelerate bookings, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have introduced a unique feature to their marketing campaigns. The innovative **Live Video Connect** platform on the Companies' campaigns seamlessly connects customers directly with holiday experts via a video call and chat, without having to download any added apps or software.

The Live Video Connect is yet another initiative that reiterates Thomas Cook India and SOTC's accelerated digital transformation. The customer empowering feature enables one-on-one contact/discussion with the Companies' holiday experts in real time, without having to download additional software/apps or visit a physical store. An added advantage is that the customer can choose a time slot as per his/her convenience. The screen share functionality allows the holiday expert to explain details of products and options, to facilitate choice of an apt holiday or co-curate an itinerary as per the customer's preference/interest.

The QR enabled Live Video Connect forms an intrinsic element of the Companies' CX strategy. The innovative technology creates expanded reach to newer highly viable source markets across India's metros, mini-metros, and tier 2 and 3 markets, without the necessity of physical infrastructure.

#### **Two Easy Steps:**

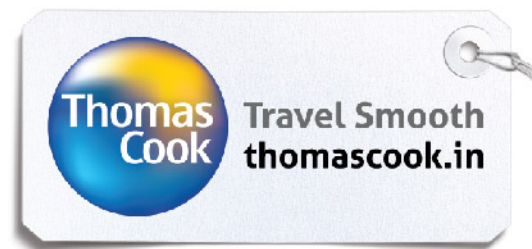
- Step 1: Scan the QR code
- Step 2: Input details (name/phone number/email) and connect directly; or choose a preferred time slot for a call

Thomas Cook & SOTC's unique hybrid Clicks & Bricks model, harnesses the speed and efficiencies of technology with human expertise and reassurance. The Companies have successfully demonstrated innovation, agility and digital astuteness in consistently leveraging technology to drive scale of change in delivering benefits for customers and the business.

**Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) and SOTC Travel** said, *"At Thomas Cook & SOTC, we are focused on Customer Centric innovation to keep pace with the ever-evolving Indian customer. The launch of our Live Video Connect platform is yet another initiative in line with this commitment."*

*The Live Video Connect aims at fulfilling the need of a rapidly growing tribe of "Hybrid" customers who seek the convenience of real time digital access combined with the personalisation of a real life expert holiday consultant - all this without any additional app or software downloads or log ins. making this the most convenient way to plan your next holiday!"*

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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 and Value Added 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 28 countries across 5 continents

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 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 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](http://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 is a step-down subsidiary of Fairfax Financial Holdings 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 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.

**Media Enquiries:**

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