

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 30, 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 April 30, 2024 titled, “Thomas Cook India aims to motivate Voters with its ‘Ghar Jao Vote Karo’ campaign -Taps into Election excitement during voting season, in a meaningful way.”

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 aims to motivate Voters with its 'Ghar Jao Vote Karo' campaign Taps into Election excitement during voting season, in a meaningful way

**Company's 'Ghar Jao Vote Karo' campaign encourages voters to travel to their hometown to vote
Additionally, a post-voting holiday offer & free travel merchandise in appreciation**

Mumbai, April 30, 2024: Thomas Cook (India) Limited, India's leading omnichannel travel services provider, in its focus to support elections 2024, has launched its **Ghar Jao Vote Karo** campaign. The Company's strategy is two pronged: encourage citizens to vote and reward them for their efforts with a holiday discount & a free travel bag once they vote.

Election Commission data revealed that of the eligible population, 67.11% cast their vote in the 2019 general elections. A challenge impacting the turnout was the migrating Indian population, moving from Tier II and III cities into urban towns/metros. Thomas Cook India recognising the importance of every vote, has hence conceptualised its campaign to create awareness while gratifying the voter with incentives.

Thomas Cook India's **Ghar Jao Vote Karo** campaign will extend till June 1, 2024, to encourage Indians to exercise their right to vote by flying back to their respective hometowns - where they have been registered as voters. As part of the campaign, the **pre-election offer** includes a discount of Rs. 1,000 off on return air tickets (per adult) on providing proof via any official document such as their Voter ID/ Aadhaar Card, etc. The last date of flight departure is June 1, 2024, synchronised with the last date of polling.

Several voting dates this year coincide with India's summer vacation season. Hence, in its initiative to recognise and reward active participation in the electoral process, Thomas Cook India will offer a special **post-voting holiday discount**- for its domestic and international group tours (Rs. 3000 off on its Domestic Group Tours or Rs. 5000 off on its International Group Tours, per family). The process is simple: customers merely need to display their inked finger at any of Thomas Cook's extensive retail outlets pan India and avail the offer. The exclusive post-voting holiday discount is valid up to July 31, 2024.

With many election dates falling on Mondays, Thomas Cook's data reveals that with travel high on their consideration, Indians are likely to extend their weekends into 'smart weekend holidays' thus accelerating the emerging trend of 'Election Tourism'.

Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation said, *"With our Ghar Jao Vote Karo campaign, we want to inspire Indians to vote – especially if they need to travel to their hometowns to exercise their franchise. Our intent is two-fold - motivate Indians pre-voting to make the effort and to thank them post-voting, with a special holiday offer of a discount and a travel bag. The campaign message of Ghar Jao Vote Karo - also makes for engaging social sharing - that we believe, will not just encourage voters but also serve to amplify this important message to others as well."*

*T&C Apply

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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, IAMA 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.

DEI Holdings Limited

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

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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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