

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



July 8, 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 July 8, 2024 titled, “Thomas Cook India and SOTC Travel capitalise on the continued appetite for travel post the peak summer season Witnesses 25% increase in demand for Monsoon travel”.

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 and SOTC Travel capitalise on the continued appetite for travel post the peak summer season

Witnesses 25% increase in demand for Monsoon travel

- Uptick in outdoor/nature-led experiences: hiking, bike trips, rafting, waterfall rappelling/trekking
- Indian's maximizing on off-season rates and monsoon discounts
- Demand trend of weekend-extended weekend/ mini-cations
- Key segments: Young India's millennials & GenZ, working professionals, multigenerational families
- Spiritual tourism/pilgrimage continue to be in demand

Mumbai, July 8, 2024: Indian consumers are displaying sustained interest in travel post the traditional peak summer season. With the onset of the monsoons, ushering in pleasant weather and nature at its best, Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel's reports an increase in demand for monsoon travel - with a growth of 25% compared to last year.

Monsoon being a traditional low travel season, demand vs supply works well to the consumer's advantage: with special deals/discounts offered by airlines and hotels creating strong inspiration for "travel savers". Thomas Cook India and SOTC have also announced value-options that make Monsoon travel a truly attractive value proposition for Indians.

With the rains transforming arid landscapes into lush green locales, rivulets, and waterfalls, the Companies' trends reveal a growing interest in nature-forward experiences, such as nature trails and photography tours to Uttarakhand's Valley of Flowers, Maharashtra's Khaas-Pathar Valley. Kerala has emerged a favourite with its hill retreats of Munnar and Vagamon, pristine backwaters of Kumarakom, forests of Thekkady and the Silent Valley. Outdoor experiences like trekking and hiking in Tawang's forests & lakes (Arunachal Pradesh), the magical root bridges in Meghalaya's Cherrapunjee, the thermal Tiger Spring of Mahabaleshwar, Jog Falls in Karnataka are also seeing demand.

The season is seeing uptick in unique stays in tea/coffee plantations in places such as Ooty, Coorg and Coonoor and Yercaud.

Key Highlights:

- **Destinations:** Domestic and short haul demand uptick of 22% and 25% respectively
 - **Popular destinations:** Kashmir, Leh-Ladakh, Andamans, Kerala, Rajasthan, Goa, Karnataka, North East
 - **Indian subcontinent:** Sri Lanka and Bhutan
- **Demand for Spiritual/Pilgrimage tours:** Jyotirlinga. Varanasi, Mahakaleshwar, Omkareshwara, Dwarka, Somnath, Mallikarjuna, Rameswaram; Ramayan Trail in Sri Lanka
- **Customer segments driving demand:** Working professionals (20%), Young Indian's millennials and GenZ (25%) and multigenerational families (18%)
- **Average holiday duration:** 3-5 days for shorter stays/mini-cations
- **Unique destinations:** Indian's are displaying high interest to unique monsoon destinations like Ooty, Coorg, Wayanad, Coonoor and Munnar; Western Ghats and coastal belt
- **Experience-led activities:** trekking, hiking, river rafting, waterfall repelling, biking in Rishikesh, body surfing in Kerala & Karnataka, zipling in Davki, whale watching in Sri Lanka
- **Wildlife & Safari tours:** Jawai Dam and Desert national park in Rajasthan, Nagarhole and Bandipur national parks in Karnataka; Sunderbans in West Bengal
- **Regional/State festivals:** boat race in Kerala, Puri Rath Yatra in Odisha, Kandy Perahera festival in Sri Lanka, France day in Puducherry
- **Rise in Wellness tourism:** Interest for traditional Ayurveda wellness treatments, retreats and resorts in Kerala

Mr. Rajeev Kale, President & Country Head - Leisure Travel, MICE, Thomas Cook (India) Ltd, said, "Monsoon travel is seeing growing popularity from Indians. We are witnessing a 25% increase in demand for this monsoon season compared to last year. Short driveable holidays; weekend & extended weekend getaways are witnessing an uptick from young professionals/millennials & GenZ, couples, families. Our customers are showcasing interest in offbeat & adventure experiences like bike trips, hiking, rafting, waterfall rappelling/trekking. To cater to this demand we have curated a diverse portfolio of over 150 monsoon holidays designed to inspire travel hungry Indians."

Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel added, "The monsoon season offers travellers a unique opportunity to explore India's greener locales, cooler and serene wellness retreats. With our rich heritage of 75 years, we firmly believe that no one understands the Indian traveller better than SOTC. India travellers are maximizing their holidays with off-season rates and incredible monsoon discounts to unique monsoon destinations like Ooty, Coorg, Wayanad, Coonoor and Munnar, Western Ghats. Our Monsoon Holidays are curated for customers who want to experience India's untapped beauty amidst the rains"

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 Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, 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- / Positive' 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

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>

Media Enquiries: Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in