

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 3, 2025

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,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated April 3, 2025 titled, “Thomas Cook India’s Foreign Exchange business appoints Bollywood star Kartik Aaryan as Brand Ambassador”.

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.
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www.thomascook.in

Thomas Cook India's Foreign Exchange business appoints Bollywood star Kartik Aaryan as Brand Ambassador

Strategic initiative aimed at targeting Young India for its prepaid Borderless Travel Card

Mumbai, 3 April 2025 – Young India's millennials and GenZ are powerful drivers in India's outbound travel growth story. Industry insights suggest that, Indian millennials place a high priority on travel in their spending habits. In a focused initiative to leverage this high-growth segment, Thomas Cook (India) Limited, India's leading omnichannel foreign exchange services provider has appointed Bollywood's youth icon Kartik Aaryan as its brand ambassador.

Kartik Aaryan is known for his charismatic persona and strong connection with India's youth. His significant fan-base, aspirational image yet relatability especially among millennials and GenZ makes him a key influencer. He embodies the spirit of India's new-age traveller, making him an ideal choice to represent the innovative and agile **India ka Forex Specialist** - Thomas Cook.

The partnership commences with a campaign for Thomas Cook's recently launched Borderless Travel Card – a game-changing, multi-currency product designed to provide travellers with a seamless, secure and smooth experience at every stage of their journey - anywhere in the world.

The film featuring Kartik, while indicating the numerous forex related challenges faced by India's travellers, highlights Thomas Cook's Borderless Travel Card as an ideal solution. This is presented in a fun and relatable conversation between two friends planning their upcoming holiday. While the friend struggles with managing multiple credit and debit cards, lounge access cards, international SIM cards and currency, Kartik proudly flaunts his Thomas Cook multicurrency Borderless Travel Card – as his one-stop-solution that addresses significant challenges while on an international trip.

The campaign will be amplified across multiple platforms including digital, CTV (connected TV) and social media, ensuring high reach and engagement.

Deepesh Varma, Executive Vice President - Foreign Exchange, Thomas Cook (India) Limited said, *"We are truly bullish on our prepaid card business and building on the success of our portfolio that includes Study Buddy (for students) and EnterpriseFX (for business travellers), we have just launched our multicurrency Borderless Travel Card for India's rapidly growing leisure segment. Our data/research reflects significant opportunity from Young India and we are already witnessing an encouraging uptick in demand from the segment. We have hence strategically tied up with Kartik Aaryan, Bollywood's young icon, as we believe he is the perfect fit to inspire and address this powerful young segment. We are very excited to launch a fun and engaging campaign with Kartik as the protagonist, to showcase the multiple benefits of our Borderless Travel Card and inspire strong growth from Young India."*

Bollywood star Kartik Aaryan, said, *"I am excited to work with Thomas Cook India - a brand that is synonymous with not just pioneering travel but also innovative and youthful agility, and the Borderless Travel Card represents this and more. As an avid traveller, I have also gone through some of the struggles of buying and using forex while holidaying abroad. This card is a game-changer for India's travel-hungry youth and I personally endorse this card as a smart, seamless, secure and highly convenient solution for Indian travellers. The card offers unique benefits of multi-currency support, worldwide acceptance and exclusive travel benefits. The bright youth of India are surely going to opt for this multifunctional card on their next international trip."*

To watch the campaign Ad film, [click here](#)

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, IATA 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.

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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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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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