

## **Thomas Cook India & SOTC Travel capitalise on surge in demand for Minications Launch India's Incredible Short Breaks**

***Wide range includes approx. 150 air-inclusive and land-only minications specially curated for quick getaways***

**Mumbai, June 29, 2023:** With a strategic intent to target the growing demand for quick getaways, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have expanded their portfolio with the launch of '**India's Incredible Short Breaks**'. The extensive range of approx. 150 short breaks include value to luxury air-inclusive and land-only, ready-to-book and customizable holidays. The Companies have maximised the current low-season to offer attractive pricing and special deals/discounts to accelerate demand.

The Thomas Cook and SOTC India Holiday Report – May 2023 reveals high intent for short breaks: 82% respondents indicating preference for multiple (3-4) minications. This formed the rationale for the launch of **India's Incredible Short Breaks**. What is noteworthy is that this demand is emerging from not just India's metros and mini-metros, but also tier 2-3 cities.

Thomas Cook and SOTC's **India's Incredible Short Breaks** feature a wide range of destinations including Kashmir, Himachal, Rajasthan, Andamans, Goa, Kerala, Tamil Nadu, North East, Madhya Pradesh, Andhra Pradesh. Also drivable destinations like Shimla, Palampur, Dalhousie, Kufri, Chail, Manali, Uttarakhand from Delhi; Mahabaleshwar, Lonavala, Nashik, Aurangabad from Mumbai and Pune; Coorg, Kabini from Bengaluru; Tirupati, Kanchipuram, Pondicherry, Mahabalipuram from Chennai. Spiritual options include Varanasi, Prayagraj, Dwarka, Somnath, Puri, Shirdi.

The product range focusses on experiences including: guided heritage walks at a tea estate with a traditional tea tasting session in Palampur or wine tasting in Sula, tractor ride across the streams of Amritsar, evening Ganga aarti on Dashashwamedh Ghat in Varanasi. Stay in a stylish nature retreat with Sufi vibes in Srinagar, the uber luxurious Khyber Himalayan Resort & Spa in Gulmarg, or a European style luxury Wilderness Resort in Coorg, and more. Adventure seekers can opt for activities like snorkelling in Andamans, kayaking in Kerala, riding ATV bikes in Solang Valley, or game drives at India's leading national reserves including Bandhavgarh, Pench, Tadoba, Sunderbans, Ranthambore.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd.,** said, *"India's fascinating diversity offers a wealth of experiences to every traveller. Our recent India Holiday Report reiterates strong demand for short breaks, and so to inspire customers to explore our country's myriad facets we have introduced a diverse range of India's Incredible Short Breaks. The portfolio features nearly 150 minications of 3-5 days (air-inclusive and land-only) to a wide range of destinations. Our India's Incredible Short Breaks are designed to ensure easy and effortless planning/booking. All our customers need to do is pack their bags and go!"*

**Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel** said, *"Our exciting range of India's Incredible Short Breaks cover the length and breadth of our Country. We have introduced a range of options from spiritual, nature to adventure, to cater to unique customer preferences emerging not only from India's metros and mini metros but also Regional India. Customers get to choose from closer to home drivable breaks or air-inclusive options. Our India's Incredible Short Breaks come packed with experiences like tea tasting sessions at a tea estate, wine tasting sessions, guided heritage walks, witnessing the famed Ganga aarti in Varanasi, tractor ride across the streams of Amritsar; also spiritual getaways, adventure activities, game drives, and more. To delight our customers, our product offers value to luxury, ready-to-book and customized programs co-curated by our experts."*

*\*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, Digiphotography 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 Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IMAI 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 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 (Formerly SOTC Travel Pvt. Ltd.) is a step-down subsidiary of Fairfax Financial Holdings Group; 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. SOTC was established in 1949. Since then, it has escorted lakhs 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.

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