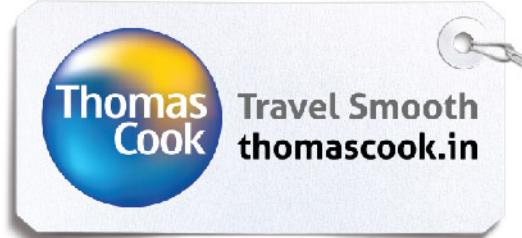


**Thomas Cook (India) Ltd.**  
Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717

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August 3<sup>rd</sup>, 2021

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,

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

We are enclosing herewith the Press Release dated August 3<sup>rd</sup>, 2021 titled “Thomas Cook and SOTC partner with IHCL to offer Travellers the 4D – Dream, Drive, Discover, Delight Experience”

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 and SOTC partner with IHCL to offer Travellers the 4D – Dream, Drive, Discover, Delight Experience**

- **Featuring 20+ hotels pan India**
- **Special inclusions, value add-ons and a special Early Bird offer!**
- **Exclusive experiences: Eclectic cuisine, local experiences, spa & wellness**
- **Focus of Health & Safety:**

**Thomas Cook & SOTC's *TravShield Safe Travel Commitment* encompassing their *Assured Safety Protocols* in association with Apollo Clinics & IHCL's *Tajness – A Commitment Restrengthened program* offer assurance of highest standards of safety & hygiene**

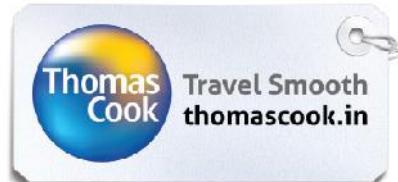
**Mumbai, August 03, 2021:** With Indians being confined within the safety of their homes yet again during the second wave of the pandemic, the appetite for travel has never been so strong. The desire to escape and connect and relax with loved ones in safe environs, further buoyed by the acceleration of the vaccination drive and easing of travel restrictions, is driving the rising demand for domestic travel in India. With most travellers gravitating towards trusted brands with well-defined safety and hygiene protocols, Thomas Cook (India) Limited, India's leading integrated travel services company and its Group Company SOTC Travel Ltd., have partnered with Indian Hotels Company (IHCL), South Asia's largest hospitality company, to offer travellers added value on IHCL's **4D – Dream, Drive, Discover, Delight** experience, which was launched across IHCL's **Taj, Vivanta, and SeleQtions** hotels and **amā Stays & Trails** bungalows.

Thomas Cook & SOTC's [Third Holiday Readiness Report](#) (June 2021) has revealed strong travel demand: 69% respondents keen to resume travel in 2021- with over 54% preferring domestic vacations. Personal safety continues to be a key consideration for 70% respondents; 19% cite uncertainty as a concern. With the significant need for reassurance, Thomas Cook & SOTC have hence partnered with Taj Hotels in a 2 pronged strategy: to build customer travel confidence and boost demand, with an array of exclusive experiences and attractive offers.

The **4D Travel Experience** gives guests the perfect opportunity to drive with families and friends to discover, unwind, and be one with nature once again while embracing holistic wellness. Guests can choose from exclusive villas, bungalows, cottages, or suites across hotels, while creating unforgettable memories – be it heritage holidays, family getaways, wellness retreats or adventure activities. Be it the sunny beaches of Goa and Kovalam, royal beauty of Jaipur, Jodhpur and Udaipur, the lofty peaks of Shimla, Ooty and Rishikesh, or a walk through history at Agra, Hyderabad and Varanasi, there is something for everyone. For that intimate family vacation, heritage bungalows in pristine locations from the **amā Stays & Trails** portfolio are the perfect choice. The all-inclusive **4D Travel Experience, starting at Rs. 5499\*** offers exclusive value add-ons and myriad indulgences such as a specially curated 4-course dining experience by a specialty chef, and rejuvenating experiences ranging from spa and wellness to nature walks to explore the local flora and fauna and adventure activities such as kayaking.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd.** said, "With increasing travel desire and customer preference of reputed brands to take care of their safety concerns, we are delighted to present our customers with the **4D Travel Experience** in association with Taj, one of the most reputed names in the world of hospitality. Our *TravShield commitment* to personal, financial and mental safety encompassing our *Assured safety protocols* in association with Apollo Clinics, together with *Tajness*, is aimed at bringing back consumer confidence in travel. The attractive proposition of eclectic holiday experiences at affordable pricing starting at just Rs. 5499\* and an Early Bird offer intends to inspire demand."

**Thomas Cook (India) Ltd.**  
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Fax No. : +91-22-2302 2864



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**Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel** said, “We are delighted to associate with Taj Hotels, renowned worldwide for their extraordinary commitment towards providing luxury hospitality and service. Our partnership will immensely benefit our customers with special offers across a range of exceptional experiences while enjoying a best in class stay.”

He added, “Domestic tourism is a key opportunity, and our customers now have a delightful range to choose from be it for a weekend getaway, workcation, staycation or family bonding while celebrating special occasions or the upcoming festive season.”

**Mr. Rohit Khosla, Executive Vice President – Operations, North & West India, IHCL**, said, “Our partnership with Thomas Cook India & SOTC will bring much value to our consumers. The 4D Travel Experience across our **Taj, Vivanta, and SeleQtions** hotels and **amā Stays & Trails** bungalows will create an enhanced holiday experience for our guests while offering safety in travel and stay. From tech-enabled contactless services to stringent protocols of hygiene and sanitation, we stand prepared to welcome guests to experience the hallmark Tajness with a commitment restrengthened.”

Click here for details on Thomas Cook India's [4D Travel Experiences](#)

Click here for details on SOTC's [4D Travel Experiences](#)

\*Per person on twin sharing basis

#### About The Indian Hotels Company Limited

The [Indian Hotels Company Limited \(IHCL\)](#) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. [IHCL](#) has a portfolio of 221 hotels including 55 under development globally across 4 continents, 12 countries and in over 100 locations. These include [Taj](#) – the iconic brand for the most discerning travelers and the Strongest Hotel Brand in the World and India's Strongest Hospitality Brand as per Brand Finance, [SeleQtions](#), a named collection of hotels, [Vivanta](#), sophisticated upscale hotels and [Ginger](#), which is revolutionizing the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. [IHCL](#) has a portfolio of 221 hotels including 55 under development globally across 4 continents, 12 countries and in over 100 locations. [The Indian Hotels Company Limited \(IHCL\)](#) is South Asia's largest hospitality company by market capitalization. It is primarily listed on the BSE and NSE.

Please visit: [www.ihcltata.com](http://www.ihcltata.com); [www.tajhotels.com](http://www.tajhotels.com); [www.seleqtionshotels.com](http://www.seleqtionshotels.com); [www.vivantahotels.com](http://www.vivantahotels.com); [www.gingerhotels.com](http://www.gingerhotels.com)

**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook (India) Limited. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, Visa and Passport services and E-Business. 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, Kuoni Hong Kong, Sterling Holiday Resorts Limited, TC Forex, Distant Frontiers, TC Tours, TC Visa, Travel Circle International Limited, Ithaka, Digiphoto Entertainment Imaging (DEI), 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 25 countries across 5 continents, a team of over 8388 and a combined revenue in excess of Rs. 6948.3 Cr. (over \$ 0.93 Bn.) for the financial year ended March 31, 2020.

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 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 Reprt (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 – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

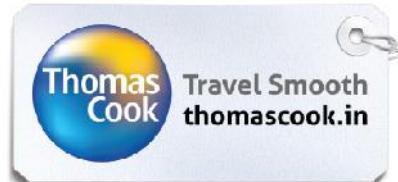
Corporate Office: A Wing, 11<sup>th</sup> Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400 013.

Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

Email id: [enquiry@in.thomascook.com](mailto:enquiry@in.thomascook.com) | CIN No.: L63040MH1978PLC020717

[www.thomascook.in](http://www.thomascook.in)

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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 65.60% 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, wholly owned subsidiary of TCIL is engaged in time share and resort business.  
SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation (India) Limited. (TCI), a brand owned by TCIL through its wholly owned subsidiary company, 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 India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel and Foreign Exchange. 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.

**Media Enquiries:**

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H o l i d a y s   |   F o r e i g n   E x c h a n g e   |   B u s i n e s s   T r a v e l   |   V i s a s   |   I n s u r a n c e

**Corporate Office:** A Wing, 11<sup>th</sup> Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400 013.

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