

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



October 18, 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 October 18, 2024 titled, “Thomas Cook India reiterates its focus on retail expansion Strengthens foothold in Delhi-NCR with inauguration of its outlet in Greater Noida - Increases consumer access in NCR to 13 locations”.

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 reiterates its focus on retail expansion Strengthens foothold in Delhi-NCR with inauguration of its outlet in Greater Noida

Increases consumer access in NCR to 13 locations

- *The new Greater Noida outlet intends to leverage the strong travel demand from the region*
- *Key growth drivers: group tours; increased demand for premium holidays, luxury cruises, experiential travel*

Mumbai, October 18, 2024: Thomas Cook (India) Limited, India's leading omnichannel services company, has inaugurated its new franchise outlet in Greater Noida, to leverage the high-growth market of the Delhi-NCR region and surrounding areas. This new store, further strengthens Thomas Cook's network in the Delhi-NCR region to 13 locations (6 owned stores and 7 Gold Circle Partner outlets), reaffirming its strategic commitment to expansion in viable growth markets.

The location has been carefully selected: the vibrant residential and business hubs of Greater Noida, offering Thomas Cook a diverse customer base of families, professionals/business travellers and senior citizens. The location also provides access to NCR's HNI-UHNI segment, offering expertise for their personalised travel requirements.

Thomas Cook's Greater Noida outlet will provide end-to-end travel services: International & Domestic Holidays (Group Tours, Personalised holidays, Cruises, etc.), Value Added Services like Travel Insurance, etc. In addition to the holiday experts at the outlets, Thomas Cook's omnichannel strategy equips customers with digital tools like its AI platform to assist customers plan and book their personalized vacations in real-time.

Travel Trends from Delhi-NCR:

- Rise of experiential travel: from chasing the Northern Lights on husky safaris in Norway/Finland, spa-wellness via South Korea's Jjimjilbang/thermal bathhouses/ onsens in Japan, mud baths in Azerbaijan, black water rafting in New Zealand to e-biking amidst Switzerland's alpine routes
- Autumn emerging as a new travel season: advantages of attractive off-season pricing, fewer crowds, scenic vistas
- Sports tourism is on the rise: high interest for the upcoming Border-Gavaskar matches (Australia), F1, football
- Premium/affordable luxury travel: demand for stays in palaces/chateaus, luxury resorts & spas in France, Switzerland, Scandinavia, South Korea, Thailand; Fiji, Morocco (especially couples & honeymooners)
- Growing demand for Cruise Holidays: Luxury Polar cruises, Caribbean, Scandinavian, Gulf-Middle East; Domestic
- Emergence of fresh new destinations: Georgia, Azerbaijan, Uzbekistan, Kazakhstan, Iceland, Vietnam-Cambodia
- Visa-free and easy-visa destinations: Thailand, Malaysia, Sri Lanka; eVisa and easy visa: Dubai-Abu Dhabi, Indonesia, Maldives are in high demand
- Top destinations:
 - International: Europe continues to be a favourite (Switzerland, France, Spain-Portugal, Austria, Finland, Iceland); Australia-New Zealand, Japan, South Korea, Türkiye, Oman, Dubai-Abu Dhabi, Maldives, Indonesia, Thailand, Malaysia, Vietnam, USA
 - Domestic and Indian subcontinent: Kashmir, Ladakh, Himachal Pradesh, Kerala, Andamans, North-East and Rajasthan; Bhutan

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Contact Details

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Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *“Delhi-NCR is an important source market for us and our new outlet in Greater Noida aims at targeting a range of viable segments, offering them ease and convenience. My team and I look forward to co-curating memorable holidays for each of our customers – both within India and International. We are all about offering great experiences, whether it's the Northern Lights in Finland, soaking in S. Korea's thermal Jjimjilbangs, mud baths in Azerbaijan, autumn and gastronomy in France or cricket via our new Border-Gavaskar tours!”*

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, IAMAI 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, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021.

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

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
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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: <https://www.sterlingholidays.com>

SOTC Travel Limited: <https://www.sotc.in>

Media Enquiries:

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