

Thomas Cook (India) Limited

11th Floor, Marathon Futurex
N. M. Joshi Marg, Lower Parel (East),
Mumbai - 400 013.
Board No.: +91-22-4242 7000
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March 1, 2023

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 of M/s. Thomas Cook (India) Limited & SOTC Travel Limited, a wholly owned subsidiary of M/s. Thomas Cook (India) Limited (“TCIL”) dated March 1, 2023 titled “Thomas Cook India & SOTC Travel introduce Readymade Holidays Individual tours designed to cater to India’s on-the-go travellers.”

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.
Email id: enquiry@thomascook.in CIN No.: L63040MH1978PLC020717
www.thomascook.in

Thomas Cook India & SOTC Travel introduce Readymade Holidays Individual tours designed to cater to India's on-the-go travellers

- **Book and buy real time - Simple and seamless online process**
- **Confirmed inventory - across accommodation & sightseeing**
- **Best Price Guaranteed**
- **Itineraries across Switzerland and Paris starting at Rs. 84,900.00* for 6 days**

Mumbai, March 1, 2023: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel's consumer insights reveal that while Europe continues to see strong demand, consumers are often faced with challenges of super peak pricing and limited availability. The new age traveller seeks experiences, shorter booking windows with immediate end-to-end fulfillment. This formed the genesis of the Companies' **Readymade Holidays** to Switzerland and Paris, that ensures instant online bookings, backed with confirmed inventory and unbeatable pricing, starting at Rs. 84,900.00* for 6 days.

Thomas Cook and SOTC's data indicates that Switzerland and Paris feature as favourites, comprising over 40% of consumer demand for Europe. What is noteworthy is that this demand is emerging from not just India's metros and mini-metros, but also tier 2-3 cities. With a strategic intent to capitalize on the high potential and bring the best of both destinations, the Companies' **Readymade Holidays** are carefully designed by experts based on years of experience and customer feedback. The portfolio offers an optimal mix of value including best deals, non-standard/handpicked experiences that appeal to segments from Gen Z to Gen S (seniors) – with special focus on families and honeymooners/couples.

The product range offers a seamless, instant book & buy process available via the Companies' self-booking tools - apps and portals. Additionally, to support customers, Thomas Cook and SOTC's omnichannel *clicks & bricks* model empowers customers with choice and convenience: speaking to a call centre executive for clarifications, walking into a nearby store to consult with a holiday expert or both.

Unique Experiences:

The **Readymade Holidays** holidays include handpicked experiences like: peak walk on the suspension bridge at Glacier 3000, the adrenalin rush of a canyon swing through a narrow glacial gorge at Interlaken, an exciting ride in an open-air cable car on the CabriO cableway at Stanserhorn, jet boating on Lake Brienz, river rafting in the Gstaad region, etc. Also included is a Bollywood Tour covering picturesque locales that form the backdrop of iconic films, pub-crawls, heady nightlife, concerts and more in Paris.

Additionally, the tours are packed with favourites like a visit to the PSG Football Stadium and Museum Tour, Louvre, Disneyland Paris, Schilthorn, Mt. Titlis, Olympic Museum - Lausanne, Swiss Transport Museum, Chillon – the island castle on Lake Geneva, a guided city tour with a local through the medieval alleys of the Zurich's old town.

Accommodation and transfers:

The Companies' **Readymade Holidays** guarantee stay in premium (4 star) accommodation across hotels and apartments, including a premium alpine stay in the uber luxe ski resort of Gstaad and stays in the heart of Paris - walking distance from the Eiffel Tower.

Included are private local transfers and magical train rides through stunning vistas across Switzerland. The holiday range also includes the Swiss Travel Pass that allows travellers to enjoy unlimited access by public train, bus and boat to visit more than 90 cities, special offers/discounts on mountain excursions and experiences.

Gastronomy:

Customers can experience authentic local flavours and attractions; this includes dining at the Harder Kulm Panorama Restaurant located 1,322m above sea level overlooking Lake Brienz and Lake Thun offering stunning views of Eiger, Mönch, and Jungfrau. Also, bar hopping to famous nightspots or the Grand Casino Lucerne and more. Chocolate connoisseurs can enjoy an interactive journey of discovery in the chocolate museum at Lindt Home of Chocolate, fondue experience...

Keeping vegetarian customers in mind, the Companies have also introduced dedicated vegetarian tours.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *“Switzerland and Paris hold a strong allure for Indians and our internal data reiterates high demand for the upcoming summer season. We have hence handpicked experiences and locales that are sure to delight our customers with the launch of our **Readymade Holidays**. This holiday portfolio offers customers picturesque train journeys, premium accommodation, and once-in-a-lifetime-experiences! All products are ready-to-book with confirmed inventory and our promise of guaranteed best prices.*

Food is a crucial aspect for Indians, and thus the locations of hotels and apartments have been chosen with care with easy access to Indian restaurants. We have also introduced special vegetarian tours for our vegetarian and Jain customers.”

Mr. Daniel D’souza President & Country Head - Holidays, SOTC Travel Limited said, *“Our **Readymade Holidays** portfolio has been created to offer our customers with simple, convenient and seamless online booking processes. All itineraries are designed with great care to ensure a balance of leisure and adventure as per customer preference.*

Switzerland is famed for its Bollywood allure, and so, customers can choose to witness the iconic locales in-person. Other unique experiences include visits to the PSG Football Stadium and Museum Tour, Louvre Museum, Disneyland Paris, Chillon Castle in Lake Geneva; taking a guided city tour through Zurich with a local and more. In addition, customers can avail the benefits of the Swiss Travel Pass and enjoy unlimited access to public train, bus, and boat in Switzerland.

For customers who love to explore, we have created a special list of recommendations to help them add on to their itinerary.”

For further details, click here:

[Thomas Cook](#)
[SOTC](#)

**T&C Apply*

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, Luxe Asia, 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 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, 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

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.

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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 India 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.

Media Enquiries:

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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