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May 10, 2022

The Manager, Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 500413 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

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Travel Smooth

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Fax No.: 2272 2037/39/41/61

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 May 10, 2022 titled "Thomas Cook India expands presence in Gujarat to tap the strong and growing travel market - Opens Gold Circle Partner (Franchise) outlet in Vadodara".

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 • Business Travel • Foreign Exchange • Visas • Insurance

Registered Office: Thomas Cook (India) Ltd. Thomas Cook Building, Dr. D N Road, Fort Mumbai - 400 001.



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Thomas Cook India expands presence in Gujarat to tap the strong and growing travel market Opens Gold Circle Partner (Franchise) outlet in Vadodara

Mumbai, May 10, 2022: Thomas Cook (India) Ltd., India's leading omnichannel travel services company, inaugurated a new Gold Circle Partner (franchise) outlet in Vadodara to capitalise on the strong and growing travel opportunity from the region. This expansion augments Thomas Cook India's distribution and reach in Gujarat, including Vadodara, to 10 consumer access centres: 5 owned branches and 5 Gold Circle Partner (franchise) outlets. In addition to serving Vadodara, the outlet will also serve as a hub for nearby business and residential areas of Anand, Ankleshwar, Bharuch, Godhra, Rajpipla, Dabhoi, Karamsad and Borsad.

In the new age of travel, customers are understandably seeking the guidance and reassurance of holiday experts and Thomas Cook India's internal survey reiterates the same, with a significant 77% of respondents stating that they require guidance from a holiday expert. To help customers with their travel plans and requirements, Thomas Cook India has opened a Gold Circle Partner (franchise) outlet in Vadodara.

Thomas Cook's strategic omnichannel model offers extensive touchpoints to customers: India's largest retail holiday network and B2B distribution (across its owned stores, Partner franchise outlets and Preferred Sales Agents) coupled with the Companies' website, call centres, Holiday app and Virtual Holiday store.

Additionally, to strengthen customer confidence in travel, Thomas Cook's "*TravShield*" is India's only safety commitment – with only vaccinated staff and co-passengers among many other precautions, building on their "*Assured*" travel safety protocols - developed in association with Apollo Clinics.

TravShield & *Assured* together, ensure best in class safety and protection for travellers in the post Covid era, covering every distribution, delivery and partner touch point in the travel ecosystem.

With strong pent-up demand, easing of restrictions and resumption of commercial aviation driving positive consumer sentiment, consumers from Vadodara are displaying a strong travel desire for both domestic and international destinations. Favourite Indian locales include: Goa, Andamans, Kashmir, Leh-Ladakh, Uttarakhand, Himachal Pradesh, Kerala and Char Dham. Closer to home international destinations like Maldives, Thailand, Singapore, Indonesia, Dubai-Abu Dhabi, Mauritius and Nepal are driving demand. Additionally, long/mid-haul favourites include Switzerland, France, Canada, UK, Turkey, Egypt, Australia and USA (for visa holding customers).

Key segments driving growth from Vadodara include families, couples, millennials/young professionals, groups of friends, seniors, local trade associations and business travellers. Culture and heritage, adventure/outdoor, and spa/wellness are the top preferred holiday options for consumers from Vadodara.

Thomas Cook's Gold Circle Partner outlet at Vadodara, offers consumers end-to-end travel solutions with a wide range of travel and travel related services, including: International & Domestic Holidays (Group Tours, Personalised holidays, Cruises, etc.), Value Added Services like Travel Insurance; Visa Services, etc.

Contact Details

Thomas Cook (India) Limited FF-1 - Urban Two, Near Priya Cinema, Opp Akshar Pavillion, Bhayli, Vadodara - 391410 Ph: 9054739559, 0265- 4604949 Email: gcp.baroda@thomascook.in, premlatagujaran@gmail.com

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, "Vadodara is a strong growth market for us at Thomas Cook India, and we have ear-marked this region as high



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potential for our Holidays business. We are hence delighted to announce the opening of our Gold Circle Partner franchise outlet at Urban Two's commercial and residential hub for better customer accessibility. We intend to accelerate demand while supporting our customers across segments including families, couples, group of friends/young professionals, business travellers, local trade associations and more."

He added, "Our Gold Circle Partner, Ms. Premlata Gujaran brings over 15 years of travel and tourism expertise. Her extensive network will strengthen Thomas Cook India's presence in this growing market.

We extend a warm welcome to our Vadodara based customers. We have just launched exciting offers and discounts for the summer vacation season and our travel experts at our new outlet look forward to assisting customers from Vadodara - to plan their much awaited holidays for 2022."

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, Visa and Passport services. 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, Travel Circle International Limited (TCI 勝景遊), 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 25 countries across 5 continents

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Silver award for Asia's Best Integrated Report (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, 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 70.58% 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: <u>http://www.sterlingholidays.com</u> SOTC Travel Limited: <u>http://www.sotc.in</u>

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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:

Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in

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