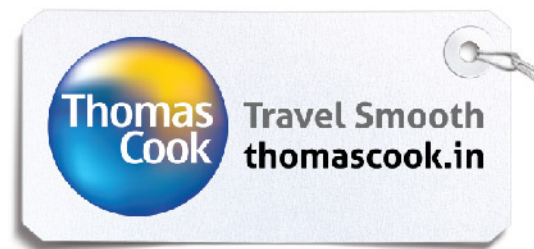


**Thomas Cook (India) Ltd.**  
Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717

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July 21, 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

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 July 21, 2022 titled “Thomas Cook India & SOTC capitalize on strong pent up demand from Kolkata & East India - Launch special Durga Pujo Holidays to top domestic & international destinations- Announce Durga Pujo Holiday Sale Carnivals/Bazaars in key cities”.

This is for your information and records.

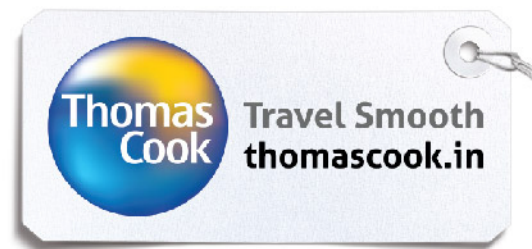
Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

**Amit J. Parekh**  
Company Secretary and Compliance Officer

Encl: a/a



## Thomas Cook India & SOTC capitalize on strong pent up demand from Kolkata & East India

### Launch special Durga Pujo Holidays to top domestic & international destinations Announce Durga Pujo Holiday Sale Carnivals/Bazaars in key cities

**Mumbai, July 21, 2022:** West Bengal and East India feature as key source markets for Thomas Cook India, India's leading omnichannel travel services company and its Group Company, SOTC Travel. With easing of travel/health restrictions, the Companies' data reveals a 25% surge in demand for Durga Pujo holidays. To maximise on this strong potential, Thomas Cook & SOTC have launched a special Durga Pujo Holiday Sale with exclusive tours and attractive offers available across its retail outlets, portals and at special consumer carnivals and bazaars organised in select cities across East India.

The Companies' Durga Pujo Holidays have been thoughtfully created to showcase favourite locales of their Bengali clientele: ***Snighdo Sarathe Europe, Asadharan Italy, Uttom Spain, Wonders of Egypt, Singapore and Malaysia, Crazy Deal Thailand, Bali Delight, Andamaner Samudra Saikate, Kashmir, Leh-Ladakh***, etc. In addition, as Bengalis are keen to discover offbeat destinations and unique experiences, ***Swapner Iceland*** forms an exciting inclusion to the Durga Pujo special offer.

In keeping with the exclusivity, customers get to enjoy special Bengali cuisine along with mithai/sandesh on select tours. To ensure added reassurance, the Durga Pujo group tours are accompanied by experienced Bengali speaking tour managers, who guide/assist customers throughout the tour - from departure in Kolkata to arrival back in Kolkata.

The Companies also offer air-inclusive tours with Vistara Getaways, Air Arabia Holidays and Emirates Holidays.

**Durga Pujo Special Offers\*:** Thomas Cook India and SOTC have announced attractive deals like *Buy One Get One – Companion Free* across India & International holidays; *Early Bird* offers; *Travel Now Pay When You Return* at Zero processing fee; Cash discounts and cash back offers; assured gifts on booking.

To create awareness and accelerate demand for their Durga Pujo tours, Thomas Cook and SOTC have launched a marketing campaign across key English and Regional print publications, digital platforms and via branding in Kolkata's Metro trains. The Companies have organized engaging Holiday Carnivals/Bazaars at key consumer catchments, including Kolkata, Patna, Bhubaneswar and Guwahati.

### **Travel Trends – West Bengal & East India**

Thomas Cook India and SOTC reveal insightful consumer behaviours & travel trends for the region:

**Strong Travel Demand:** 25% increase in demand Vs June/July. Interest for longer stays and appetite for increased travel spends (by approx. 20%)

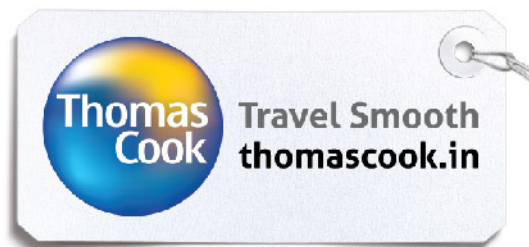
#### **Preferred Destinations:**

- 65% prefer International destinations; favourites include: Europe (Switzerland, France, Italy, Spain and Germany) Singapore, Thailand, Malaysia, Indonesia, Egypt and Iceland; also Australia
- 35% prefer Domestic holidays - Kashmir, Leh-Ladakh, Himachal, Kerala, Andamans, Rajasthan

**Top Experiences:** exploring unique history-culture-art of the destination; sampling local cuisine, cruises/yachting; outdoor adventure like biking, hiking; water sports like diving, snorkeling, etc.

**Key segments driving demand:** Customers from East India enjoy travelling with immediate/ multi-generational family (50%); millennials/group of friends-colleagues (25%); couples/DINKs (20%); solo (5%)

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**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *“West Bengal and East India are key source markets and our data reveals that after a gap of over 2 years, Bengalis are now looking forward to celebrate Durga Pujo by taking a holiday with family and friends. To maximize on the strong pent up demand, we have launched exclusive Durga Pujo Holiday products and special Carnivals in key cities like Kolkata.*

*To accelerate demand, we have launched our Durga Pujo Holiday Sale – with exclusive offers like Buy One Get One Free – Companion offer across select Indian and international destinations, cash back offers and cash discounts, early bird specials and many more. Our Holiday experts welcome our Bengali customers to walk into our outlet closest to them, to book a truly memorable Durga Pujo Holiday!”*

**Mr. Daniel D’souza President & Country Head - Holidays, SOTC Travel** said, *“The Durga Pujo festivities bring in a key travel season for Bengalis. This year, we are seeing increasing travel desire from various segments including family/ multi-generational family; millennials/young professionals and couples to explore domestic and international destinations around this festive season. To capitalise on this demand, we have designed special domestic and international holidays at attractive price points. We have added special touches like a Bengali speaking Tour Manager, Bengali cuisine on select tours and guaranteed departures from Kolkata on our Pujo special tours. This is our gift to our Bengali customers – enabling them indulge in their passion for travel while celebrating their favourite festival.”*

**Click here for details:**

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

Additionally, our safety commitment **“TravShield”** – 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.

**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 2018 & 2019 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, 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.

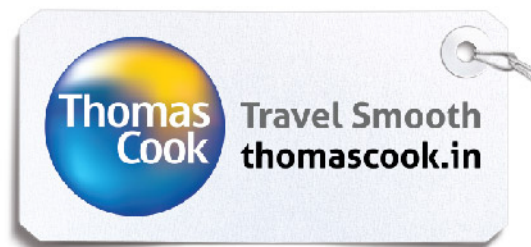
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A FAIRFAX Company**About Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com)**

Mastercard is a global technology company in the payments industry. Its mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart, and accessible. Using secure data and networks, partnerships and passion, its innovations and solutions help individuals, financial institutions, governments, and businesses realize their greatest potential. Its decency quotient, or DQ, drives its culture and everything it does inside and outside of the company. With connections across more than 210 countries and territories, it is building a sustainable world that unlocks priceless possibilities for all.

**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 is a step-down subsidiary of Fairfax Financial Holdings 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 millions 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](mailto:suzanne.pereira@thomascook.in)