

**Thomas Cook (India) Limited**

A Wing, 11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



November 16, 2022

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 November 16, 2022 titled “Thomas Cook India unveils new logo - To announce renewed identity inspired by the new era of travel”.

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

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

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## **Thomas Cook India unveils new logo To announce renewed identity inspired by the new era of travel**

**Mumbai, November 16, 2022:** Thomas Cook (India) Limited - India's leading omnichannel travel services company has unveiled their new logo inspired by the changing environment, renewed energy and excitement that define the company in this new era of travel.

While the pandemic has had a severe impact on the travel sector, Thomas Cook India has displayed exceptional agility and innovation in the revival and transformation of its businesses. The down time also enabled the Company accelerate its Digital First focus and an encouraging outcome is the significant drop of approx. ten years in the average age of its holiday customers. India is the youngest demography in the world with a significant growth in digital economy including acceleration of e-commerce and digital discovery. Thomas Cook India provides a powerful omnichannel network - offering customers the choice and convenience of selecting their preferred mode of communication: via holiday app, virtual holiday store, website, call centre or extensive retail network pan India.

To keep pace with a younger customer and a changing environment, the dynamic new logo delivers a strong/impactful identity that is future proof, and most importantly, a digital-friendly look & feel.

A key driver to this new logo, was the idea to create a more open, friendly and informal (lower case letters Vs capitals) identity. In the new logo, the abbreviation of the brand name, "TC", is a younger representation of the brand while retaining its reputation of expertise in travel and travel related solutions. The "TC" moniker is placed within 'the circle of trust' to showcase brand reliability and it also creates a stronger, more visible and recallable visual digital asset for platforms like websites, social media, app icons etc. The colours of the logo are inspired by the wonderful metaphors for the joy and discovery of travel and the freedom it represents – blue for sky and water; and yellow for the sun and energy. The logo emphasizes the Thomas Cook brand name, while adding a visual mnemonic to promote brand recall.

Thomas Cook India's new visual identity represents years of excellence in the travel industry and the drive to create memorable travel experiences.



**Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) and SOTC Travel** said, *"The pandemic has changed several norms in the travel industry and to keep pace with the changing environment/expectations of customers, we are refreshing the familiar Thomas Cook logo with a stronger, more impactful, digital-friendly identity. Our dynamic new logo embodies our fluid and dynamic personality as we transform continually in line with the rapidly changing travel services industry & reconfirms our continued commitment to customer delight with unmatched travel experiences"*

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

**Corporate Office & Registered Office:**

11th Floor, Marathon Futurex Building, N. M. Joshi Marg, Lower Parel (East), Mumbai 400013.

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

www.thomascook.in

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**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 IMAI 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; Best Outbound Tour Operator at the SATTE 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](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.

**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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