

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



August 9, 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 August 9, 2024 titled, “Thomas Cook India launches new AI-powered platform to help customers plan their customised holidays, check availability and book – in minutes”.

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 launches new AI-powered platform to help customers plan their customised holidays, check availability and book – in minutes

- Customizes itineraries in minutes –basis individual customer preferences
- Intelligent recommendations based on Deep Learning & AI algorithms
- Integrated with global suppliers for seamless, real time check of availability & booking of flights, hotels, experiences and local transport
- Platform deployed with sellers currently. Will extend the platform via company websites and apps to end customers in a few months

Mumbai, August 9, 2024: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel have announced the launch of an AI-powered platform to help customers plan their customised holidays, check availability and book – in minutes.

The platform has been deployed with sellers initially. Over the next few months, end customers will have direct access to the platform via the company websites thomascook.in & sotc.in and the company apps.

Creating a customised travel program has traditionally been an arduous task for holiday experts: from the discovery-research stage to creating an itinerary and then pricing and booking. This involves coordination with several disparate sources, with multiple external suppliers for various components, be it air, hotels, attractions, local transportation, etc. The average time frame involved being between 48 - 72 hours, or more. With the Thomas Cook and SOTC AI-based platform, customised trip planning will now become seamless – in under 10 minutes!

Leveraging a combination of Deep Learning & AI algorithms, intelligent recommendations intuitively tailor travel itineraries by analyzing unique customer preferences.

With access to a global network of partners for flights, hotels, experiences and transport, holiday planning and booking is now more personalized and streamlined than ever before.

Capabilities of the AI platform:

- Inspire Engine: AI-driven suggestions to optimize time and budget based on customer interests
- Swift Personalization: Build a customized trip in just minutes with tailored recommendations
- Speed: Turnaround time reduced - to under 10 minutes
- Convenience: Curate a trip at ease - anytime, any day
- Flexible Customization: Book recommended options or adjust every element of the itinerary to suit individual preferences.

Key Features:

- Theme based destination rankings
- Flight price predictions and recommendations
- Activity ranking and scheduling
- Hotel price predictions and recommendations
- Optimization within budget

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"The new age Indian consumer increasingly demanding personalized trips - unique, tailor-made programs based on their preferences. Extending our digital-first strategy, I am delighted to announce our AI powered platform, to help customers plan their customised holidays, check availability and book – real time. This will empower both our frontline and customers to create deeply personalized programmes in minutes. This cutting-edge AI technology will transform how Indians plan their travel and as Travel pioneers, we continue to improve our customer experience."*

Mr. Daniel D'Souza, President & Country Head - Holidays, SOTC Travel said, "We are excited to unveil our AI-powered platform to help customers plan their customised holidays in real time. This platform will ensure to deliver real-time recommendations and optimize every aspect of trip planning - personalizing travel like never before. We believe that AI is the key to unlocking intuitive, efficient, and personalized experiences in this new age of travel, and we at SOTC are excited to lead the way."

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, 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 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

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

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

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