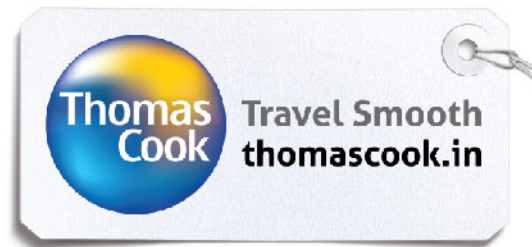


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

A FAIRFAX Company



February 24, 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 February 24, 2022 titled “To build customer confidence- Thomas Cook India and SOTC launch ‘Risk-free Holidays’ Campaign - An innovative brand campaign that addresses the uncertainties related to planning a holiday in the Covid-era”.

This is for your information and records.

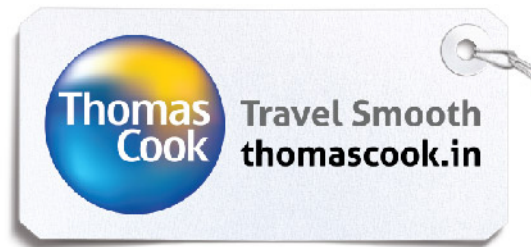
Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a



To build customer confidence Thomas Cook India and SOTC launch 'Risk-free Holidays' Campaign

An innovative brand campaign that addresses the uncertainties related to planning a holiday in the Covid-era

- **Brand campaign addressing customer travel concerns**
- **Three-pronged strategy that reassures customers on physical, financial and mental safety**
- **Limited period offer of free rescheduling and zero cancellation charges**

Mumbai, February 24, 2022: To build customer confidence while travelling in the Covid-era, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched an innovative '**Risk-free Holidays**' campaign. The brand campaign addresses the concerns of travellers and clarifies their doubts/ uncertainties associated with travelling again.

Travelling in the Covid-era can be challenging, more so keeping in mind the flux in travel and health guidelines. With vaccine acceptance and easing of restrictions, there is a strong pent-up desire, with travellers longing to re-start their international holidays. To make it simple and worry-free for customers, the Companies have launched a brand campaign that addresses all apprehensions, thereby streamlining their travel decision-making process.

Currently customer concerns could arise due to multiple reasons - from personal challenges to travel-health protocols, fear of contracting an infection on holiday, possibility of an unexpected issue/help needed while on tour, travelling with vaccinated passengers/staff or not, etc. This unique Risk-free Holidays campaign aims to reassure customers that Thomas Cook & SOTC will take care of the minutest concerns - whether physical, financial or mental safety, and thus ensure a smooth holiday.

Additionally, to instil confidence, the Companies, are offering complete flexibility of a risk-free holiday with limited period complimentary re-scheduling and zero cancellation charges. More importantly, Thomas Cook and SOTC's "**Assured**" **Safe Travel Program** - developed in association with Apollo Clinics, ensures best in class travel safety protocols covering every distribution, delivery and partner touch point in the travel ecosystem. "**TravShield**" an upgraded safety commitment of only vaccinated staff and co-passengers among many other precautions, ensure traveller safety in the pandemic era.

The film is being promoted across several channels, including Facebook, Instagram, YouTube and leading OTT channels. **Click here to view the brand film:**

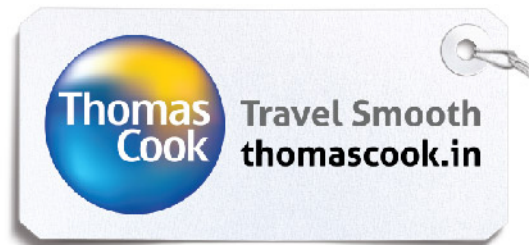
[Thomas Cook](#)
[SOTC](#)

Mr. Abraham Alapatt - President & Group Head, Marketing, Service Quality, Value Added Services & Innovation said, "*We have observed strong pent-up travel desire amongst Indians. To support our customers plan a smooth risk-free holiday, our three-pronged brand campaign is aimed at physical, financial and mental safety. Through this film we aim to make the holiday planning process worry-free with the flexibility of a limited period offer of free rescheduling, zero cancellation charges and safety protocols in association with Apollo Clinics. We are proud to share that over 4 lakh happy customers have travelled with us during the Covid-era and we are the only travel partner with dedicated on-ground experts to assist in case of uncertainties/emergencies.*"

Thomas Cook (India) Ltd.

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

A FAIRFAX Company



About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook India) Limited. (TCIL) is the leading omnichannel integrated travel and travel related financial services company in the country offering a broad spectrum of services that include 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 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 – 2015 to 2019 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 65.60% 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 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