

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



October 4, 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 October 4, 2024 titled, “Thomas Cook India expands footprint in Ahmedabad with new South Bopal outlet to cater to Gujarat’s high growth travel market”.

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 expands footprint in Ahmedabad with new South Bopal outlet to cater to Gujarat's high growth travel market

- *Year-round travel enthusiasm peaks during summer and Diwali for Gujarati customers*
- *The new South Bopal outlet is positioned to cater to Ahmedabad's growing demand for convenient, personalized travel services*
- *Growth drivers include Gujarati group tours with Gujarati-speaking tour managers and customized vegetarian cuisine options*

Mumbai, October 4, 2024: Thomas Cook (India) Limited, India's leading omnichannel services company, has inaugurated its new franchise outlet in South Bopal, Ahmedabad, to leverage the high-growth market of the city and its surrounding areas. With the ongoing festive season, the new South Bopal outlet aims to serve the significant demand for travel bookings during Gujarat's key holiday seasons—summer and Diwali.

South Bopal is a preferred residential locality in the western part of Ahmedabad with proximity to the airport, railways, metros and connectivity to prominent areas, including IT hubs, and business parks. The new South Bopal outlet expands Thomas Cook India's network to 4 locations in the city and 10 across Gujarat.

In its commitment to enhance access and convenience, Thomas Cook's new outlet will address diverse customer segments - families, couples, Young India's, millennials & Gen Z, business professionals, and seniors. Thomas Cook's South Bopal outlet offers end-to-end travel services: International & Domestic Holidays (Group Tours, Personalised holidays, Cruises, etc.), Value Added Services like Travel Insurance, etc. Additionally, Thomas Cook's AI booking platform assists customers in planning their personalized vacations in real-time by checking availability and making reservations in a matter of minutes.

Travel Trends from Ahmedabad:

- Gujarati's are avid travellers and in addition to the peak vacation periods of summer, festive season and year-end, customers from the State are maximising on public/holidays and weekends for multiple mini-cations
- Gujarati-Specific Group Tours and Regional Departures Driving Demand: Gujarati customers have a strong preference for group travel. Tours featuring Gujarati-speaking managers and pure vegetarian cuisine remain popular, catering to the group-sensitive market. Regional group departures, such as Caravan tours and Pure Veg tours, continue to be highly sought after
- Longer stays: Short vacations now extend to 5-8 days, while longer trips span 10-15 days, reflecting a shift towards more immersive experiences
- Growth of experiential travel: Unique experiences such as Northern Lights tours in Finland, Cherry Blossom viewing in Japan, and whale watching in Sri Lanka are gaining popularity
- Emergence of fresh new destinations: Driven by easy visa regimes and connectivity, increased demand for CIS countries/destinations such as Azerbaijan, Uzbekistan, Kazakhstan, and Georgia
- Growing Demand for Luxury Travel & Cruise Vacations: Luxury cruise holidays are becoming increasingly popular among Gujarati travellers, offering a perfect blend of opulence and adventure. Top destinations include Lakshadweep, Dubai, Abu Dhabi, Singapore, and Egypt
- Top destinations:
 - **International:** Japan, Vietnam, Switzerland, France, Spain-Portugal, Canada, South Africa, Australia, USA, Kenya, Finland, Norway, United Kingdom
 - **Domestic:** Kashmir, Kerala, Andaman Islands, Bhutan, Ladakh, Himachal, , North-East India
- Strong demand for Pilgrimage Tourism continues: Char Dham, Kashi, Ayodhya, Rameswaram, Amritsar, Varanasi and Prayagraj

Contact Details

Thomas Cook (India) Limited,
Shop No - 157, First Floor, Shaligram Prime,

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

Registered & Corporate Office:

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.

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

www.thomascook.in

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Marigold Circle, Safal Parisar Road, South Bopal
Ahmedabad, Gujarat – 380058
Ph: 91 9099974738

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, “Ahmedabad is an important source market for us, and as we continue to witness growing demand from the city, especially during peak travel seasons like Diwali, we are delighted to announce the opening of our Gold Circle Partner franchise outlet at South Bopal. Strategically chosen for its central location, this new outlet will enhance our ability to serve the diverse needs of customers in the region, offering easy access and seamless services – right at their doorstep! We also have exclusive Gujarati group tours with co-travelers from the State, featuring departures from Gujarat, accompanied by a Gujarati-speaking expert Tour Manager.

On behalf of my Team, I extend a warm welcome to our customers from Ahmedabad. My Team and I look forward to co-curating memorable holidays for each of our customers – both within India and international.”

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, IAMA 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, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021.

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

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

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

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

Media Enquiries:

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

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