

Thomas Cook (India) Limited

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November 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 November 4, 2024 titled, “Thomas Cook and SOTC Travel launch Europe 2025 Summer Holidays to inspire early bookers for India’s key vacation season”.

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 and SOTC Travel launch Europe 2025 Summer Holidays to inspire early bookers for India's key vacation season

- Extensive Holiday range: 60+unique group escorted tours with guaranteed departures from key metros; also diverse customised tours co- curated basis unique customer preferences
- Attractive price points to suit every wallet – premium, value and budget. Starting at ₹149900.00* per person for 7 days
- Curated Indian meals with a taste of local delicacies and international cuisine
- Unbeatable deals: free holidays, free cruises, early bird discounts on select tours
- Diverse destinations: favourites like Switzerland, France, Italy, Germany, Austria, Spain & Portugal, Hungary & Czech Republic; new emerging destinations: Balkans (Croatia, Slovenia, Greece), Poland, Iceland; extending beyond Europe: Azerbaijan & Morocco

Mumbai, November 4, 2024: Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched their much anticipated *Europe 2025 Summer Holidays*. The strategic intent behind the Companies' early launch and attractive offers/discounts is to inspire value-conscious Indian consumers and drive both early bookings and visa processing. Thomas Cook & SOTC's significant bulk buying strength bring economies of scale – with significant pricing benefits for customers. Special offers are available on bookings made till November 15, 2024/ basis availability.

Thomas Cook & SOTC's ready to book, air-inclusive group tours present travellers with unmatched opportunities to explore every corner of Europe. The portfolio also includes special mono-destination itineraries allowing customers an in-depth exploration. For customers seeking a personalized experience, customized holidays are available, tailored to individual preferences.

Europe 2025 Summer Holidays: USP and Highlights

- Ready to book, air-inclusive group tours
- Experienced tour managers accompany each group to ensure guidance and reassurance
- Range of multi destination and mono country options (UK, Italy, Switzerland, France, Austria, etc.)
- Scenic rail & cruise journeys: Golden Pass Line, Scandinavia Fjords cruise, Lakes & River cruises onboard renowned cruise lines like Cunard, Costa, Miray
- Exclusive offerings like 2 nights stay in luxury alpine resort town of St. Moritz only available on the Thomas Cook and SOTC group tours
- Premium products, handpicked quality hotels; exceptional customer service
- Indian and local cuisine with diverse culinary experiences
- Range of attractive price points
- Luxury shopping experiences (McArthurGlen)

Unbeatable launch offers

For a limited time, customers booking Thomas Cook and SOTC's Europe 2025 tours can choose between free holidays, free cruises or a discount of up to ₹35,000.00* per person on select itineraries.

1) Free Holiday:

- 4 Nights Morocco free on booking 12 Days *Highlights of Spain and Portugal*
- 4 Nights Balkans free on booking 11 Days *Enchanting East Europe*
- 3 Nights French Riviera free on booking 8 Days *Swiss French Magic*

2) Free Cruise: 4 Nights Cunard Cruise (UK), 3/4 Nights Costa Cruise (Italy, Spain), 3 Nights Miray Cruise (Greece)

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, "At Thomas Cook we have leveraged our unparalleled expertise and experience in Europe to create over 60 diverse group itineraries. Additionally with our data reflecting that demand for summer is already up by 12-15%, we have strategically launched our Europe 2025 Summer Holidays early to inspire the value-seeker Indian consumer. Our intent is to get consumers to book in advance, take advantage of exclusive offers, and start the visa

process early to avoid last-minute stress. The special offers range from early bird discount, free holiday and free cruise in Europe.

Based on our customer research, we have introduced new experiences and destinations that reflect evolving consumer preferences, making our itineraries unique and memorable. Highlights include the Midnight Sun in Norway; a medieval knight tournament in Hungary; horse carriage rides in the town centres of St. Moritz, Seville, and Krakow, luxury cruising on the Queen Mary 2 cruise (UK). In addition to our group holidays we also offer a range of customised tours co- curated basis unique customer preferences.

S.D. Nandakumar - President and Country Head - Holidays and Corporate Tours, SOTC Travel Limited

said, "Over our 75 years as a company, we firmly believe that, 'No one understands the Indian Traveller better than SOTC'. And so, our Europe 2025 Summer Holidays feature attractive group tours and customised offerings aligned with the evolving interests of today's travellers. With cruise experiences in high demand, our launch offer includes a complimentary 3-4-night cruise across the UK, Spain-Portugal, and Greece.

Food forms a key element and targeting the evolving tastes of Indians, we offer Indian meals with local cuisine; also unique culinary experiences...chocolate tasting at Lindt, champagne lunch atop Jungfrauoch, beer tasting in Norway, traditional Horchata in Valencia, Belem pastries in Lisbon and vineyard with wine tasting in France.

To tap into the strong demand emerging from India's metros and regional markets, our omnichannel network offers customers the convenience and choice of selecting their preferred mode of contacting us: via our holiday app, website, call centre or extensive retail outlets pan India – that reach right to their doorstep!"

For further details, click here:

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

*T&C Apply

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, 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; 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>

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