

**Thomas Cook (India) Limited**

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
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July 23, 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 July 23, 2024 titled, “Indians are maximizing long weekends in August to take multiple mini-cations - Thomas Cook & SOTC introduce a range of attractive weekend getaways.”

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

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

## Indians are maximizing long weekends in August to take multiple mini-cations

### Thomas Cook & SOTC introduce a range of attractive weekend getaways

- Companies leverage extended weekends of Independence Day, Raksha Bandhan & Janmashthami
- Products include both Domestic & Short hauls destinations
- Targeting working professionals, couples, millennials/GenZ, group of friends, solo travellers and families

**Mumbai, July 23, 2024:** Travel-hungry Indian consumers are leveraging three key holidays in August - Independence Day (15<sup>th</sup> August), Raksha Bandhan (19<sup>th</sup> August) & Janmashthami (26<sup>th</sup> August). By clubbing the holiday with a weekend, Indians are smartly converting the opportunity into a getaway/mini-cation.

With a strategic intent to maximise on this potential, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have introduced a range of products for quick weekend getaways this August.

#### Key Travel Trends:

- **Strong travel appetite:** Increase in searches by 25% for both domestic and short haul destinations
  - **Top Domestic:** Kashmir, Himachal Pradesh, Leh-Ladakh, Andamans, Kerala, Rajasthan, Goa, Karnataka, North East
  - **Indian subcontinent:** Sri Lanka and Bhutan
  - **International:** Abu Dhabi, Dubai, Azerbaijan, Georgia, Malaysia, Singapore, Thailand, Indonesia, Vietnam
- **Customer segments driving demand:** Working professionals, couples, Young Indian's millennials and GenZ, multigenerational families
- **Average holiday duration:** 3-5 days for shorter stays/mini-cations; 5-9 days for longer holidays
- **Unique experiences:** Wildlife safaris and cruises

#### Product details - Special Thomas Cook & SOTC tours

**Mr. Rajeev Kale, President & Country Head - Leisure Travel, MICE, Thomas Cook (India) Ltd, said,** *"With multiple festivals/bank holidays in August, travel hungry Indians are making the most of the opportunity and displaying high interest for short driveable trips; weekend & extended weekend getaways. To catalyse demand, we have launched an exciting range of mini-cations in August with attractive deals/discounts. In addition to domestic favorites like Kashmir, Ladakh, Andamans, customers are displaying interest for short haul and visa free/easy visa destinations such as UAE, Azerbaijan, Georgia, Malaysia, Singapore, Thailand, Vietnam & Bali.*

**Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel added,** *"Indian travellers are value seekers. With the perfect combination of long weekends in August coupled with off-season monsoon discounts, travellers are now opting for multiple short breaks. Multi-generational families, couples, working professionals, millennials and group of friends are driving demand. Also, this being an election year, there has been an extension in the traditional holiday season upto end August."*

**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](http://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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