

Thomas Cook (India) Limited

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September 2, 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 September 2, 2024 titled, “Thomas Cook and SOTC witness a growing trend for festival tourism in the country - Launch unique festive tours for Durga Puja, Dussehra, Diwali”.

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 witness a growing trend for festival tourism in the country

Launch unique festive tours for Durga Puja, Dussehra, Diwali

- *Includes special Regional Group Tours targeting high potential source markets like West Bengal, Tamil Nadu, Karnataka, Gujarat, Maharashtra*
- *Special Tours accompanied by an experienced tour manager with regional flavours*
- *Attractive discounts and early bird offers*

Mumbai, September 2, 2024: Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have leveraged the new trend of **festive tourism** through the launch of unique festive tours for Dussehra, Durga Puja and Diwali. Indians are shifting focus from traditional home-based ceremonies to traveling with family for fun/bonding celebrations while also discovering new destinations. This trend reflects a significant evolution among Indian travellers.

The Evolving Festive Tourism Trend

Traditionally, Indian festivals have involved family gatherings at home. However, there's a marked and growing trend where families, including multiple generations, are choosing to celebrate these special occasions – for bonding time and celebrations, while exploring favourite/new destinations. With school holidays coinciding with major festivals, families are seizing the opportunity to travel. In addition to families, young working professionals are combining festive holidays with weekends as a welcome break to relax and celebrate.

Festive Tour Highlights

- **Durga Puja Specials:** all-inclusive tours with fixed departures around Durga Puja (eg. Darsaniya Europe, Akorshonio France/Swiss, Osaadharon Great Britain/Japan/Vietnam, Swapner Spain & Portugal, Monomughdo Scandinavia), Vietnam and the USA, Asia Te Hoi Choi, Asia Te Sathe Thailand, Bhutan, and Nepal. Domestic options include Andamaner Samudra Sikate; Kashmir, and Kerala
- **Diwali Specials:** Himachal Pradesh, the North East, Kerala, and Kashmir. International: Bhutan, Bali, Singapore, and select European destinations. Festive tours: Albelu Dubai, Manmohak Asia, Akarshak Asia
- Personalised Holidays are also available, co-curated by Thomas Cook and SOTC holiday experts with customers.

Festive tourism trends

- **Longer stays and increased spends:** Indians are opting for longer vacations, from the traditional 3 days to 6 -15 days. The appetite to spend has increased by 10-15% YoY. Young India is embracing extended trips, combining weekends with festival holidays for a 5- 6 days break

Destinations:

- **Favourite destinations:**
 - **Domestic/Sub-Continent:** Kashmir, Himachal Pradesh, Andamans, Kerala, Rajasthan, Goa, Karnataka, North East, Sri Lanka and Bhutan
 - **International:** Dubai, Abu-Dhabi, Maldives, Thailand, Malaysia, Indonesia, Azerbaijan, Georgia, Oman, Australia-New Zealand, Switzerland, France, Finland
 - **Emerging Destinations:** Fresh new and unique destinations such as Azerbaijan, Uzbekistan, Kazakhstan, Vietnam, Cambodia, Georgia, Japan and Western Europe (to view the vivid autumn colours)
 - **Visa-Free and easy-visa destinations:** Thailand, Malaysia, Sri Lanka; eVisa and easy visa: Dubai-Abu Dhabi, Indonesia (Bali), Maldives, are also in high demand
- **Pilgrimages and spiritual journeys:** Leveraging the festive-religious fervour, Thomas Cook and SOTC have focused on spiritual journeys with their Pilgrimage Plus tours in Kashi, Ayodhya, Rameswaram, Tirupati, Amritsar, Varanasi, Prayagraj, Dwarka and Sri Lanka: 'Ramayan Anant Yatra,' and 'Ramayan Trail'

- **Strongly emerging tier 2-3 source markets:** Regional India is emerging as a powerful market and capitalising on this trend, Thomas Cook and SOTC have launched regional departures in Karnataka, West Bengal, Gujarat, and Maharashtra
- **Premium/affordable luxury travel:** Travellers are opting for luxury resorts and spas, with destinations like France, Switzerland, Scandinavia, Korea, Thailand, Malaysia, Singapore, New Zealand, Australia, Fiji, Morocco
- **Cruises:** Domestic, South East Asia, and Middle East sailings (Costa Cruises, Resort World Cruises, Cordelia)

Attractive pricing and special offers: To inspire demand, Thomas Cook and SOTC are offering exclusive discounts on their festive tours

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *"We are observing a discernible shift in how families are celebrating festivals. Travel has become non-negotiable, with customers increasingly using festival periods as an opportunity to both celebrate and explore new destinations. Our specially curated festive tours are crafted to cater to this evolving trend, seamlessly blending cultural celebrations with immersive travel experiences. This approach not only meets the growing demand but also enhances the way customers engage with both festivals and travel"*

Daniel D'Souza, President & Country Head - Holidays, SOTC Travel Limited, said, *"As we celebrate our 75th year, we are delighted to offer specially curated festive tours that reflect our deep understanding of the Indian traveler. Our new portfolio addresses the increasing demand from family/multi-generational and young India - ensuring a memorable festive season for all. Additionally, our SOTC Holiday Bazaars across key markets highlight offer customers easy access to book their holidays – right at their doorstep!"*

For further details, click here:

Thomas Cook | [Durga Puja](#) | [Diwali](#)

SOTC | [Durga Puja](#) | [Diwali](#)

*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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