

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



September 9, 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 9, 2024 titled, “Thomas Cook India & SOTC Travel ink MOU with Malaysia Aviation Group (Malaysia Airlines) Strategic Partnership to leverage the growing Indian Outbound traveller appetite - for Malaysia and beyond”.

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 & SOTC Travel ink MOU with Malaysia Aviation Group (Malaysia Airlines) Strategic Partnership to leverage the growing Indian Outbound traveller appetite - for Malaysia and beyond

September 9, 2024: Thomas Cook (India) Limited, India's leading omnichannel travel services company, and its Group Company, SOTC Travel announced an exclusive 24-month strategic partnership with Malaysia Aviation Group (Malaysia Airlines). The Memorandum of Understanding was signed in Kuala Lumpur by **Mr. Abraham Alapatt, President and Group Head, Marketing, Service Quality, Value Added Services and Innovation at Thomas Cook (India) Limited & SOTC Travel** and **Mr. Dersenish Aresandiran, Chief Commercial Officer at Malaysia Aviation Group**.

This collaboration aims to tap into the growing interest among Indian consumers for multiple holidays each year by offering a seamless travel experience for the customers of Thomas Cook & SOTC Travel - leading travel brands in India, and also to leverage Malaysia Airlines' position as the gateway to Asia and beyond. With the airline providing extensive connectivity across India's metro and regional markets, this partnership aims to significantly boost and enhance the travel experiences for Indian tourists to and via Malaysia to other countries, like Australia, New Zealand and Japan, among others.

The strategic agreement will focus on a multipronged engagement strategy, including joint consumer promotions and marketing communications to enhance visibility and attract visitors from the Indian market. As leading travel service providers, Thomas Cook and SOTC Travel cater to diverse consumer segments across India's major metros, mini-metros, and emerging Tier-2 and Tier-3 cities. In line with the agreement, Thomas Cook and SOTC Travel will offer a range of travel options, including group and customized holidays to Malaysia, Malaysia Airlines airfare-inclusive group and customized packages, and combo holidays that feature Malaysia as a stopover. This allows customers to enjoy the benefits of two holidays in one, with Malaysia being a visa-friendly destination for Indian travellers.

Mr. Abraham Alapatt, President and Group Head, Marketing, Service Quality, Value Added Services and Innovation at Thomas Cook (India) Limited & SOTC Travel said, *"Indians are travelling like never before, and Malaysia offers both a compelling destination and a strategic stopover. Its rich cultural tapestry and flavorful cuisine make it particularly appealing to Indian travellers. Additionally, Malaysia Airlines provides a convenient hub for exploring Malaysia, as well as seamless connections to Asia and long-haul destinations like Australia-New Zealand. Through our strategic partnership with the Malaysia Aviation Group, we are excited to create new opportunities for exploration and deliver unforgettable travel experiences for our customers across holidays, B-Leisure, and MICE segments."*

Speaking on the partnership, Mr. Dersenish Aresandiran, Chief Commercial Officer at Malaysia Aviation Group, commented, "Partnering with Thomas Cook India and SOTC Travel represents a significant step in our commitment to strengthening Malaysia Airlines' presence in the Indian market. This collaboration allows us to leverage the strengths of both companies to offer tailored travel solutions and exceptional experiences for Indian travellers. We are confident that this partnership will not only boost tourism between our countries but also enrich the travel experiences of our customers, showcasing the best of Malaysia and beyond."



About Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia through its premium and full-service offerings. Malaysia Airlines carries up to 40,000 guests daily on memorable journeys and embodies the incredible diversity of Malaysia; capturing its rich traditions, cultures, and cuisines via its inimitable Malaysian Hospitality. The airline is part of the Malaysia Aviation Group (MAG), a global aviation organisation that comprises different aviation business and lifestyle travel solution portfolios aimed at serving global air travel needs.

The airline is committed to facilitating safe and seamless travels by placing safety and hygiene as the anchor across all end-to-end consumer touchpoints in line with its MHFlySafe initiative. Via its alliance with oneworld®, Malaysia Airlines offers superior connectivity to more than 900 destinations in 170 territories across the globe. In India, the airline operates flights 71 weekly flights from nine key destinations, comprising New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kochi, Amritsar, Trivandrum, and Ahmedabad.

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, IAMAI 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>

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