

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 19, 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 19, 2024 titled, “Thomas Cook India opens outlet in Chromepet to tap into Chennai’s expanding 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

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Thomas Cook India opens outlet in Chromepet to tap into Chennai's expanding travel market

- *Experiential travel is seeing strong demand from Chennai and the state*
- *Growth drivers include exclusive Tamil group tours – accompanied by Tamil speaking, experienced Tour Manager; local cuisine on tour*

Mumbai, September 19, 2024: Thomas Cook (India) Limited, India's leading omnichannel services company, has inaugurated its new franchise outlet in **Chromepet, Chennai** - to leverage the high-growth market of the city and its surrounding catchments. Chromepet is a preferred residential locality in Chennai - with proximity to the airport and connectivity to prominent areas, including IT and business parks. The new Chennai outlet expands Thomas Cook India's network to 9 locations in the city and 15 across Tamil Nadu.

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 Chromepet 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.

Customers can also benefit from the Thomas Cook Grand Indian Holiday Sale, till September 25th, 2024. On offer are a range of benefits like exciting discount of upto Rs. 50000, 0-0-1 EMI Offer (0% Down Payment, 0% Interest, 1% Processing fees), prizes for customers booking holiday above Rs. 1.5 lacs like American Tourister Trolley.

Travel Trends from Chennai:

- Increase in multiple trips per year: from 2 to 4/5 annual holidays
- Longer stays: from 3 days to 5 - 8 days for short trips; from 5 days to 10 -15 days for longer trips
- Chennai customers are well educated, discerning and look for authentic local experiences.
- Growth of experiential travel: e.g. Northern Light tours in Finland, whale watching in Sri Lanka
- Emergence of **Bizcations/B-Leisure**: extending business trips or getting family to join for a mini-vacation
- Emergence of fresh new destinations: Driven by easy visa regimes and connectivity, increased demand for Azerbaijan, Uzbekistan, Kazakhstan, Georgia and Vietnam
- Top destinations:
 - **International:** Japan, South Korea, Switzerland, France, Spain-Portugal, Czech Republic, Hungary, Australia, USA, Kenya
 - **Domestic:** Kashmir, Ladakh, Himachal, Andaman Islands, North-East India
- Strong demand for Pilgrimage Tourism continues: Char Dham, Kashi, Ayodhya, Rameswaram, Tirupati, Amritsar, Varanasi, Prayagraj, Dwarka and Sri Lanka (Ramayan Trails)Tamil Special Tours
- Strong growth emerging from not just metros like Chennai, but also from powerful regional markets like Madurai, Coimbatore, Salem and Tiruchirappalli

Contact Details

Thomas Cook (India) Limited,
No 7/6, 3rd Main Road, New Colony,
Chromepet, Chennai – 600044
Ph: 91 8939070319

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *“Chennai is an important source market for us, and we are witnessing a significant demand from the city. Hence, we are delighted to announce the opening of our Gold Circle Partner franchise outlet at Chromepet. Strategically*

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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chosen for its central location, this new outlet will enhance our ability to serve the growing and diverse needs of customers in the region, offering easy access and seamless services to our customers – right at their doorstep! We also have exclusive Tamil group tours with co-travellers from the State, accompanied by a Tamil speaking expert Tour Manager and the comfort of select Tamil cuisine while on tour. On behalf of my Team, I extend a warm welcome to our customers from Chennai. 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, 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'.

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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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