

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



July 29, 2025

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,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated July 29, 2025 titled, “Thomas Cook India and SOTC Travel maximise on the Festival/Carnival Tourism trend - Launch unique holidays around Global and Indian cultural celebrations”.

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

Thomas Cook India and SOTC Travel maximise on the Festival/Carnival Tourism trend

Launch unique holidays around Global and Indian cultural celebrations

- *Growing demand for immersive experiences centered around major global and Indian festivals*
- *Celebrations include La Tomatina Festival, Oktoberfest, Mardi Gras, Rio Carnival, Rann Utsav, Hornbill Festival and more*

Mumbai, July 29, 2025: Data from Thomas Cook (India) Limited, India's leading omnichannel travel services company, and its group company SOTC Travel, highlights a significant change in Indian travel preferences towards festival and cultural event tourism. As outlined in the **India Holiday Report**, nearly 75% of respondents expressed a strong interest in experience-led holidays, reflecting a broader trend where travel is no longer confined to specific seasons but is now driven by year-round events and festivals.

Travelers are actively seeking opportunities to participate in festivals and carnivals, viewing them as gateways to authentic cultural engagement and memorable experiences. To tap into this growing demand, Thomas Cook India and SOTC Travel have curated a diverse portfolio of festival led holidays – spanning from the most celebrated festivals to lesser known hidden gems in India and around the world, aligning their offerings with the increasing consumer desire for experiential and event-based travel.

The famous La Tomatina in Spain (Aug 2025) turns Buñol into a tomato-splattered playground, where travellers can also explore Valencia's rich culinary scene with dishes like paella and tapas. Oktoberfest in Munich, Germany (Sept 2025) serves up Bavarian beer gardens, folk parades and hearty cuisine, while the Boryeong Mud Festival in South Korea (July - Aug 2025) invites visitors to indulge in playful mud sports, beach parties and music concerts. Mombasa Carnival in Kenya (Nov 2025) features vibrant coastal parades, music and Swahili cuisine. In Brazil, the iconic Rio Carnival (Feb 2026) dazzles with samba, parades, and parties. Mardi Gras in New Orleans, US (Feb 2026) adds jazz, masquerades and Creole flavours. The Venice Carnival, Italy (Feb/March 2026) enchants with masked balls and gondola rides. Sapporo Snow Festival in Japan (Feb 2026) features giant ice sculptures and snow fun, while Moomba Festival in Victoria, Australia (March 2026) offers river sports, street food and live shows. In Malaysia, Chinese New Year (Feb–March 2026) delights with lion dances, fireworks, and festive treats. Lantern Festival in Hoi An, Vietnam (March 2026) lights up the ancient town with floating lanterns and riverside charm. Songkran in Thailand (April 2026) caps it off with joyful water fights, temple visits, and Thai street food.

In India, Onam Festival in Kerala (Sept 2025) offers grand boat races and traditional feasts (sadhya). Rann Utsav in Gujarat (Oct 2025 - March 2026) brings the white desert alive with folk performances, tent stays, camel rides and local crafts. In Rajasthan, the Pushkar Mela (Nov 2025) blends spiritual rituals with camel trading and rural games. Hornbill Festival, Nagaland (Dec 2025) offers tribal dances, crafts and indigenous food. Brahmaputra Beach Festival, Assam (Jan 2026) combines adventure sports and riverside celebrations. Goa Carnival (Feb 2026) offers a fun experience with parades, floats and seafood shacks. Jaisalmer Desert Festival (Feb 2026) brings camel parades and folk shows to Rajasthan's dunes.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said *“Festivals and carnivals have a fascinating way of bringing a destination to life – they serve as vibrant expressions of culture, history, and community. Today’s new age Indian traveller is seeking more than just sightseeing; they crave authentic, immersive experiences that connect them with local traditions and celebrations. Our portfolio on festival and carnival tourism reflects a broader movement towards travel that is enriching and truly memorable.*

We are excited by the demand that we are witnessing – and this is across segments - from Young India’s Millennials & GenZ, couples, multi-generational families to Corporate MICE.”

Mr. S D Nandakumar, President & Country Head - Holidays & Corporate Tours - SOTC Travel, said, *“ At SOTC Travel, we actively embrace evolving consumer trends to craft unforgettable, high-impact experiences that inspire and excite. We are witnessing a growing demand for travel centered around the world’s most iconic celebrations – from the fun of La Tomatina Festival to the energy of Rio Carnival, or the vibrancy of Rann Utsav in Rajasthan. And what is noteworthy is that, this demand is not limited to India’s metros but also our regional Tier 2-3 travellers. By curating these festival-led journeys, we’re offering more than just holidays - we’re opening doors to stories, memories and once-in-a-lifetime moments that travellers carry with them long after they return.”*

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 勝景勝), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphotography 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 Outbound Travel Operator of the Year (2024) and MICE Travel Operator of the Year (2024 & 2023) at The Economic Times Travel & Tourism Annual Awards, 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, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 at the SATTE Awards, IATA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022.

CRISIL has upgraded the rating on debt programs and bank facilities of TCIL - 'CRISIL AA/Stable' 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 engaged in property and casualty insurance and reinsurance and 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:

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with over 60 resorts, hotels and retreats across 54 locations in India covering 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.

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 over 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

Shourya Rawool | +91 9619745154 | shourya.rawool@thomascook.in

Ancy Johnas | +91 7678042720 | ancy.johnas@sotc.in