

**Thomas Cook (India) Ltd.**

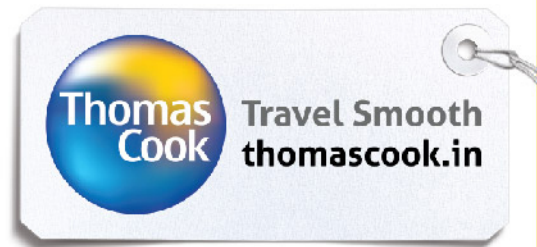
Thomas Cook Building, Dr. D. N. Road,

Fort, Mumbai - 400001

Board: +91-22-6160 3333

CIN: L63040MH1978PLC020717

A FAIRFAX Company



July 07<sup>th</sup>, 2021

The Manager,  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Scrip Code: 500413

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.: 2272 2037/39/41/61

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 07<sup>th</sup>, 2021 titled “Thomas Cook & SOTC take the lead to accelerate demand for Holidays”.

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) Ltd.

A Wing, 11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864

*News Release*



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## Thomas Cook & SOTC take the lead to accelerate demand for Holidays

**Book One Get One Free (Companion holidays free) offer for International Holidays**  
**Free Staycations with partners like Novotel & Sterling Resorts for Domestic Holidays**  
**Option to Holiday Now and Pay After Return - at no extra cost**

**Mumbai, July 7, 2021:** Acceptance of India's vaccine by several European states, reopening of borders and easing of travel restrictions is resulting in significant and growing travel desire. Thomas Cook India & SOTC's *Third Holiday Readiness Report* (June 2021) reveals that over 69% of Indians are keen to resume travel in 2021 (54% opting for domestic; 46% preferring International holidays). With a focussed intent to leverage this strong pent up demand, Thomas Cook India along with its Group company SOTC Travel Ltd., have announced a two pronged scheme - **Buy One Get One Free - Get your Companion's Holiday Free** on International\* destinations and **Book any Domestic Holiday & get a Staycation Free!**

The attractive schemes include Indians' favourite international destinations, including, Switzerland, Maldives, Dubai, Russia, Egypt, etc. and a wide array of domestic options like Kerala, Kashmir, Himachal, Uttarakhand, Ladakh, Andamans, etc. The offers are available across the company's omnichannel touch points – approx. 200 retail outlets (both owned and franchise outlets), toll free contact centre # 1800 2099 100, and portal [www.thomascook.in](http://www.thomascook.in)

### Highlights of the Special Offers:

#### **Buy One Get One Free - Get your Companion's Holiday Free on International\* destinations:**

Includes: Accommodation from 5-7 days, Breakfast, select Sightseeing & Transfers  
Special value add-ons included: Swiss Half Fare Card & Pilatus Mountain Excursion,  
All Meals Included Plus Your Child Stays Free (Maldives); 10% Discount on F&B & 15% Discount on Spa (Dubai); One Indian Dinner included in St. Petersburg & Moscow; Full Board Meal Plan at Sharm El Sheikh Resort (Egypt)

#### **Book any Domestic Holiday & get a Staycation Free!**

Includes: Accommodation with Breakfast & Dinner, Select Sightseeing tours & Transfers  
Exciting/unique experiences included: Kalari Payattu Martial Art Show; a adrenalin infused ATV Ride at Nubra Sand Dunes; Sea Kart Ride at Port Blair; a romantic Shikara Ride on Dal Lake; Lunch at an Apple Orchard in Manali; tour of Bhimtal, Naukuchiyatal & Sattal (Uttarakhand), etc.  
FREE: Quality Staycations at Novotel (Accor Group), Sterling Holidays & Others on every domestic booking – stays to be completed by August 30, 2021

Option: Avail of the unbeatable **Holiday First, Pay After You Return** scheme

To ensure personal/physical, financial and mental safety and build consumer confidence in travel, Thomas Cook India & SOTC's comprehensive **TravShield - Travel Safety Commitment** encompasses meticulous safety protocols in association with Apollo Clinics:

- Vaccinated Travel Advisors & Contactless Bookings
- Free Re-scheduling & Cancellation
- Covid Insurance Cover
- 24/7 Doctor On Call
- Vaccinated / Covid negative Fellow Travellers
- Covid negative/ Vaccinated Drivers, Hotel Staff
- Sanitised Rooms & Vehicles

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office: A Wing, 11<sup>th</sup> Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400 013.

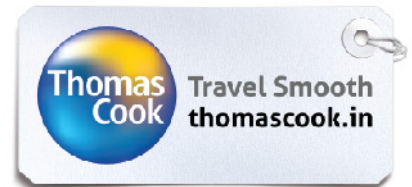
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

Email id: [enquiry@in.thomascook.com](mailto:enquiry@in.thomascook.com) | CIN No.: L63040MH1978PLC020717

[www.thomascook.in](http://www.thomascook.in)

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**Mr. Rajeev Kale President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *“With positive announcements by domestic and international destinations, to maximise on the strong pent-up demand and drive transactions, we have designed an unbeatable dual offer of **Buy One Get One Free & Staycations Free**. To ensure customer delight, we’ve inbuilt unique experiences and attractive value add-ons that make holidaying with us a very attractive proposition. And with an unerring eye on safety, all our products are inbuilt with our TravShield safety commitment – covering every step of the customer journey- and encompasses our Assured meticulous safety protocols in association with Apollo Clinics.”*

**Daniel D’souza, President & Country Head, Leisure, SOTC Travel** said, “Our customers are displaying strong travel desire - with over 69% keen to travel this year. And so, the launch of our **Buy One Get One Free & Staycations Free** is aimed at benefiting our customers with very attractive pricing and offers when they book both domestic and international holidays with us. With health and safety being a key consideration for 70% of our travellers, our meaningful TravShield commitment to safety incorporates our comprehensive safety protocols in partnership with Apollo Clinics.”

For details on the Buy Now Get One Free & Staycations offers, click here:

[Thomas Cook India](#)  
[SOTC](#)

\*T&C apply

**TravShield** - Travel Safety Commitment  
encompassing our **ASSURED** Safety Protocols  
in association with **Apollo Clinics**

**HOLIDAY FIRST  
Pay when  
you Return!**

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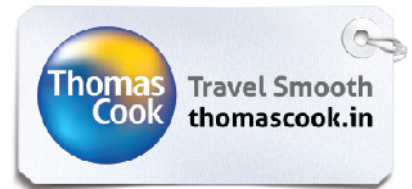
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**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook (India) Limited. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, Visa and Passport services and E-Business. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied T Pro, Australian Tours Management, Desert Adventures, Luxe Asia, Kuoni Hong Kong, Sterling Holiday Resorts Limited, TC Forex, Distant Frontiers, TC Tours, TC Visa, Travel Circle International Limited, Ithaka, Digiphotography Entertainment Imaging (DEI), 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 25 countries across 5 continents, a team of over 8388 and a combined revenue in excess of Rs. 6948.3 Cr. (over \$ 0.93 Bn.) for the financial year ended March 31, 2020.

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2018 & 2019 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Silver award for Asia's Best Integrated Reprt (First Time) category at the Asia Sustainability Reporting Awards 2019, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management Awards 2018, Best Outbound Tour Operator at the SATTE Awards 2019, Excellence in Domestic Tour Operations at the SATTE Awards 2018, The French Ambassador's Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has revised the rating on debt programmes and bank facilities of Thomas Cook (India) Limited to 'CRISIL A+/Negative 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 promotes TCIL by holding 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

**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 investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, 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, wholly owned subsidiary of TCIL is engaged in time share and resort business.

SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation (India) Limited. (TCI), a brand owned by TCIL through its wholly owned subsidiary company, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

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>

**About SOTC Travel:** SOTC Travel Limited (Formerly SOTC Travel Pvt. Ltd.) is a step-down subsidiary of Fairfax Financial Holdings Group; held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel and Foreign Exchange. SOTC was established in 1949. Since then, it has escorted lakhs of travellers across the globe for more than 70 years to various destinations around the world. A new age innovative holidaymaker, SOTC strives to make holidays a priority for every Indian. 'We are for holidays' and we want Indians to prioritize their holidays.

### **Media Enquiries:**

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SOTC Travel Limited: Bineeta Mehta | +91 99209 62470 | [bineeta.mehta@sotc.in](mailto:bineeta.mehta@sotc.in)

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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