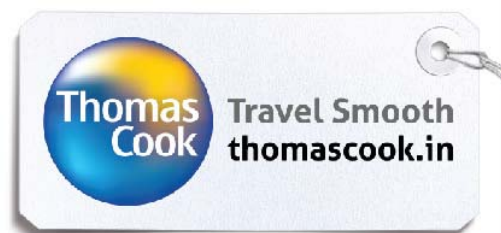


**Thomas Cook (India) Ltd.**  
Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717  
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March 02, 2021

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: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

**Sub: Press Release**

We are enclosing herewith the Press Release dated March 02, 2021 titled "Thomas Cook India & SOTC tap high potential segment of women travelers - Launch special flight inclusive women-only tours."

This is for your information and records.

Thank you,

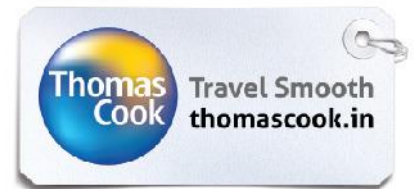
Yours faithfully,  
For **Thomas Cook (India) Limited**

**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



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## News Release

### Thomas Cook India & SOTC tap high potential segment of women travellers

#### Launch special flight inclusive women-only tours

**Mumbai, March 2, 2021:** Thomas Cook India & SOTC's recent *Second Holiday Readiness Report (December 2020)* has revealed that Indian women travellers are displaying a strong appetite for holidays: 65% of women respondents are keen to travel in the next 6 months; a significant 72% displaying confidence in air travel. Basis this demand, Thomas Cook India, and its Group Company, SOTC Travel Ltd. have focussed on women-centric products and have curated special flight inclusive women-only tours to India and Dubai to commemorate International Women's Day (March 8) and Women's Month (March).

The evolution of India's women traveller segment has been exponential and represents a significant and growing opportunity. Their holiday wish list is no longer restricted to safe destinations and shopping, but includes a diversity of eclectic experiences including, outdoors-adventure, self-drives, culture, spa-wellness and gastronomy; interest based itineraries are witnessing strong uptick. In addition to India's corporate women segment driving the B-leisure potential, a sizable demand has been emerging from the solo woman traveller, millennials, girl gang/ BFF (best friend forever) vacations, bachelorette tours, kitty party getaways, etc.

To commemorate International Women's Day/Month and celebrate women, Thomas Cook India and SOTC have conceptualised special women-centric tours to Dubai at an attractive starting price of Rs. 49 325.00 with fixed departures on March 5 & 6, 2021. Besides Dubai, packages are available across an array of favourite domestic destinations such as Goa, Kerala, Jaipur and Udaipur with fixed departures on March 7 & 8, 2021. In addition, the companies have also launched a vibrant portfolio of customized tours for women travellers.

Some of the exceptional experiences are vintage car drives around Udaipur's picturesque lake, spa and wellness in Thekkady, backwater cruises and martial arts in Kerala, casino and pub hopping in Goa, a jeep safari amidst the lush plantations in Munnar, unique stays in forts, havelis or palaces, adrenalin infused experiences like dune-bashing/sand surfing, shopping experiences at the Gold/Perfume/Spice souk, etc. in Dubai.

As safety is one of the top concerns of women travellers, Thomas Cook India and SOTC have put together a holistic three pronged customer confidence-building *Assured-Insured-Secured* program that covers every aspect of physical safety as well as mental and financial security to provide complete peace of mind. The companies have launched several meaningful initiatives: Doctor on Call 24x7 service in partnership with Apollo Clinics; India's first Safe Holiday Helpline, a free service offering expert guidance & assistance for safe holiday planning, visa assistance, country specific updates, on-ground health and safety measures, health certification, etc. and seamless COVID-negative certification services via a tie up with ICMR accredited labs.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd.** said, *"India's women travellers are leading the way in pushing traditional travel boundaries! They are hungry to explore fresh new destinations and indulge in the unique and off-beat travel experiences – across outdoor/adventure, wildlife and eco-tourism, local experiences, culture-cuisine-art, health-wellness, etc. To celebrate women travellers and give a boost to this high potential segment, we have launched memorable*

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

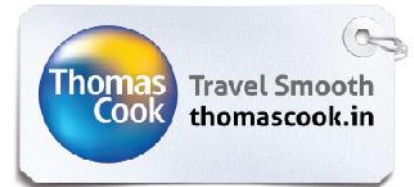
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

Email id: enquiry@in.thomascook.com | CIN No.: L63040MH1978PLC020717

www.thomascook.in

## Thomas Cook (India) Ltd.

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women-only holiday experiences to India and Dubai – to enthuse solo travellers, kitty party groups, groups of friends and more.”

Click here for details on Thomas Cook India's [Women Special Dubai](#) [Women Special Domestic Packages](#)

**Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel** said, “Women travellers are emerging as major growth drivers for the travel sector and they have shown interest in adventure trips, leisure, wellness breaks, shopping getaways and more! To catalyse this demand, we have launched exciting air inclusive packages for Indian women travellers across price points - from pocket friendly budgets to affordable luxury. The new age Indian woman traveller is eager to explore the world based on to her unique preferences/interests. Besides sightseeing, she is keen to explore a multitude of activities that help her gain unique experiences and even new skills.”

Click here for details on SOTC's [Women Special Dubai](#) [Women Special Domestic Packages](#)

\*T&C apply

**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook (India) Ltd. (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, Digiphoto 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 Report (First Time) category at the Asia Sustainability Reporting Awards, 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) Ltd 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.

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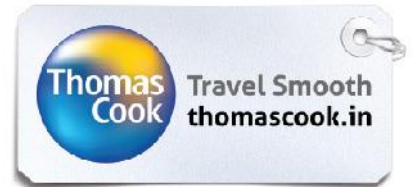
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**About Subsidiaries of Thomas Cook (India) Ltd.:** Sterling Holiday Resorts Limited, wholly owned subsidiary of TCIL is engaged in time share and resort business.

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.

TCI, a brand owned by TCIL of its wholly owned subsidiary company - Travel Corporation (India) Limited, 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 a 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:

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Joyce Fernandes | +91 98922 20141 | [joyce.fernandes@thomascook.in](mailto:joyce.fernandes@thomascook.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:

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

Neha Dcunha | +91 98926 63010 | [neha.dcunha@sotc.in](mailto:neha.dcunha@sotc.in)

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.

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