

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
A FAIRFAX Company



13th August, 2020

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 August 13, 2020 titled “Thomas Cook India & SOTC launch Virtual Roadshows across over 50 cities - A pioneering virtual platform offering contactless and convenient holiday planning together with travel experts”

This is for your information and records.

Thank you,

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

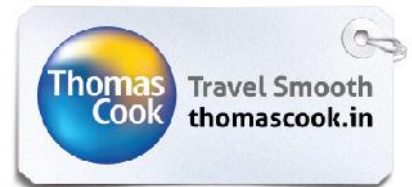
Amit J. Parekh
Company Secretary and Compliance Officer

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 India & SOTC launch Virtual Roadshows across over 50 cities A pioneering virtual platform offering contactless and convenient holiday planning together with travel experts

A range of attractive deals on offer - to drive bookings for the festive-winter season and 2021

- Personalized Interactive holiday planning with Holiday Experts
- Dedicated time-slots as per customer convenience
- Exclusive Early Bird Offers/Deals across a range of Domestic & International Tours
- Flexible travel dates till Sept 2021 with free Rescheduling; Guaranteed Refunds*
- Assured Safe Travel Program in partnership with Apollo Clinics
- Seamless COVID-negative certification services also available – in partnership with ICMR accredited medical centres

Mumbai, August 13, 2020: Thomas Cook (India) Ltd., India's leading integrated travel services company and its Group Company, SOTC Travel Ltd., have introduced a first of its kind **Virtual Roadshows – The Thomas Cook Holiday Showcase and SOTC Holiday Preview**. This unique digital initiative benefits customers with convenient and contactless holiday planning - jointly with holiday experts and from the safety/comfort of their homes. Commencing August 16, 2020, the Virtual Roadshows present a host of special offers/deals across a range of domestic and international holidays - with a clear intent to drive bookings for the upcoming festive/winter season and through to Summer 2021.

With the extended lockdown, while Indian consumers are displaying strong pent up travel demand, they are looking for guidance and handholding - to assist them through the complexities of holiday planning. Pre-COVID, while the companies' physical holiday roadshows had worked well, in the current scenario such physical options have been rendered unviable. The **Thomas Cook Holiday Showcase & SOTC Holiday Preview** were thus conceptualised to empower customers with interactive holiday planning via a virtual platform – with the assistance of local/regional language speaking holiday experts and a format that includes engaging Q&A sessions. To ensure undivided attention and personalised service, each session is open to a select number of customers - with slots pre-selected as per customer convenience.

The process is simple: 1) Register online 2) Select your preferred slot 3) Log in to video chat with holiday experts

The Virtual Roadshows are available to customers across India's metros like Mumbai, Delhi, Bengaluru, Chennai, Kolkata, etc.; also regional India's tier 2 and 3 cities including Baroda, Vijayawada, Mysore, Nashik, Patna, Guwahati, Lucknow and Bhubaneswar, among others.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd. said, *"I am delighted to flag off our exciting Virtual Roadshows, a unique, innovative digital platform to help our customers plan their holidays from the safety/comfort of their home – together with our holiday experts and tour managers to guide them at each step. To sweeten the deal, we have included exclusive spot-offers and special discounts – to catalyse bookings for the upcoming holiday season and through to Summer 2021."*

He added, *"Customers get to opt from multiple time-slots as per their convenience, with the number of participants per session kept limited to ensure undivided attention and personalised service. We plan to roll out our **Thomas Cook Holiday Showcase** starting this weekend and will cover key source markets across India's metros, mini metros and tier 2 and 3 regional cities/towns."*

He concluded with, *"We understand that safety is a key concern for our customers today and so, our **Assured Safe Travel Program** in partnership with Apollo Clinics ensures meticulous health & safety protocols across every touch-point. To further assist our customers, we have tied up with ICMR accredited labs to offer seamless end-to-end **COVID-negative certification services** with contactless facilitation – across India."*

To register for the **Thomas Cook Holiday Showcase**, [click here](#)

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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

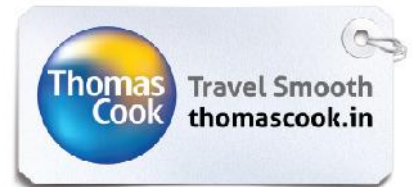
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

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www.thomascook.in

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Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel said, "SOTC Travel has witnessed interesting demand from travellers across India seeking a blend of preferences for a wide range of experiences across destinations. Our focus has always been to introduce exclusive holiday packages that are consumer centric, value driven and pocket friendly offering the right combination to avid holidaymakers. The first of its kind virtual roadshow offers an ideal opportunity to connect and interact personally with customers as our holiday experts walk them through various exciting holiday propositions, thus providing an exceptional holiday experience to our value seeking customers. Understanding the current need of the customer, our holiday propositions have been designed to offer complete flexibility, safety, security and savings."

He added, "We see customers recognizing the value and peace of mind that booking with a reputed travel firm offers especially during these uncertain times. **SOTC's Holiday Preview** offers travellers the opportunity to clarify various concerns related to safe travel. As health and safety is a key concern, all our holiday propositions come with 'Assured' - a comprehensive program to safe travel in the COVID-19 era in partnership with Apollo Clinics. To further assist our customers, we have tied up with ICMR accredited labs to offer seamless end-to-end **COVID-negative certification services** with contactless facilitation – across India."

To register for the **SOTC Holiday Preview**, [click here](#)

*Terms and conditions 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, 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 **The Best Travel Agency – India at TTTG 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, 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 reaffirmed the rating on debt programmes and bank facilities of Thomas Cook (India) Ltd at 'CRISIL AA-/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

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) 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.

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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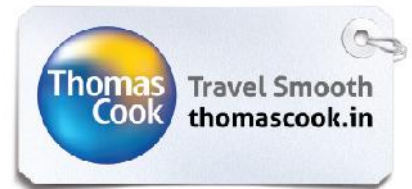
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Travel Corporation India (TCI), a brand owned by TCIL through its wholly owned subsidiary company, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

Thomas Cook India Group holds 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:

Thomas Cook (India) Limited: suzanne.pereira@thomascook.in | +91 98202 97665; joyce.fernandes@thomascook.in | +91 98922 20141

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@sotc.in | +91 99209 62470; neha.d Cunha@sotc.in | +91 98926 63010

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