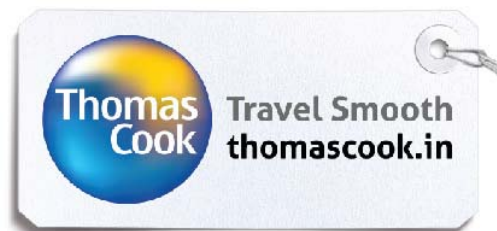


**Thomas Cook (India) Ltd.**

Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717

A FAIRFAX Company



June 30, 2022

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 June 30, 2022 titled "Thomas Cook India successfully manages the first ever Digital Yoga Exhibition organised by Ministry of Ayush, Government of India".

This is for your information and records.

Thank you.

Yours faithfully,

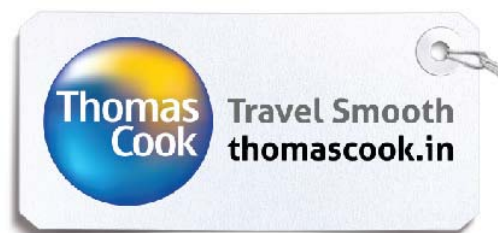
For **Thomas Cook (India) Limited**

**Amit J. Parekh**

Company Secretary and Compliance Officer

Encl: a/a

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## **Thomas Cook India successfully manages the first ever Digital Yoga Exhibition organised by Ministry of Ayush, Government of India**

**Exceptional conceptualization and delivery to showcase multiple facets of Yoga  
Focussed on cutting-edge technology: Virtual Reality, Augmented Reality, Gamification, etc.**

**Mumbai, June 30, 2022:** Thomas Cook (India) Limited, India's leading omnichannel travel services company successfully managed the end-to-end execution of the first ever Digital Yoga Exhibition organised by Ministry of Ayush, Government of India in Mysuru, Karnataka. The digital exhibition deployed state-of-the-art technology like Virtual Reality (VR), Augmented Reality (AR), gamification and graphic animation to showcase the history and wisdom of Yoga through informative and interactive elements. Thomas Cook India was appointed as the exclusive Event Manager for the digital exhibition. The Company's expertise and exceptional delivery in the ground breaking ceremony of the world's first Global Centre for Traditional Medicine, organised by World Health Organization and Ministry of Ayush, was a major factor in this selection.

Thomas Cook India focussed on innovation and technology to deliver a spectacular digital exhibition that saw attendance of significant visitors during the six-day event. Inaugurated by Hon'ble Prime Minister Shri. Narendra Modi, the exhibition was also graced by the Governor of Karnataka, Shri. Thawar Chand Gehlot, Chief Minister of Karnataka, Shri. Basavaraj Bommai and Union Cabinet Minister, Ministry of Ayush, Shri. Sarbananda Sonowal.

With a strategic intent to educate and engage visitors, Thomas Cook India divided the Digital Yoga Exhibition in two segments – informative and interactive. The informative segment highlighted the History of Yoga, Journey of Yoga from spirituality to medicine and the value of Yoga in the Digital Era. The interactive segment leveraged new-age technology to ensure a high engagement quotient with innovative elements like 'Yoga with Modiji', 'Yoga for Human Performance' and 'Get Healthy with Yoga'. "Yoga with Modiji" challenged visitors to perform a yoga asana alongside an animated 3D avatar of Prime Minister Modi that performed the same asana. The participant's posture was scanned using posture recognition Kinect technology to display the correct posture. Upon completion, the attendees were given the opportunity to take pictures with the Prime Minister in augmented reality. In addition, a digital kiosk recommended yoga asanas based on the visitor's BMI, while interactive games tested cognitive flexibility, attention span and working memory of the participants.

The venue presented content via innovative digital screens and giant LED walls that showcased infographic and video content on the origin, history and development of yoga. Users were given the option to connect via a QR code and navigate through the informational display of yoga start-ups and tech interventions.

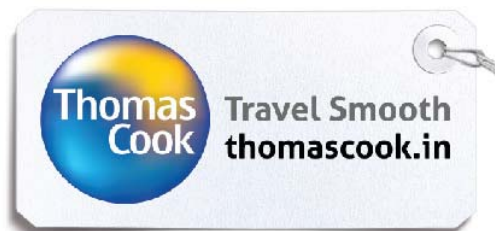
The distinctive central installation was inspired by the lotus pose 'padmasana', symbolising growth towards excellence and enlightenment and became a key attraction of the exhibition.

Additionally, the 'Heal in India and Heal by India' wall at the exhibition showcased career opportunities in yoga, training, institutions and research in yoga and its efficacy in disease mitigation and prevention.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *"It is a special honour and we are very grateful to have been selected as the exclusive Event Manager for the Ministry of Ayush's first ever Digital Yoga Exhibition. Our MICE Team has displayed finesse-right from their innovative conceptualisation to swift and remarkable execution of this unique Digital Yoga Exhibition. I am particularly proud of the smart use of technology that ensured engaging interactions for the attendees. The high praise received from the dignitaries and the visitors serves as a glowing testament to the exceptional delivery of our people."*

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**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, Visa and Passport services. 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, Travel Circle International Limited (TCI 勝景遊), 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 25 countries across 5 continents

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 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 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 5 years in a row 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) Limited - '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 72.34% 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, a wholly owned subsidiary of TCIL, is a leading Indian Leisure Hospitality company with 37 resorts across the country, providing a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

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

Travel Corporation (India) Limited (TCI), 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.

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 is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel. SOTC was established in 1949. Since then, it has escorted millions 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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