

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



March 27, 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 March 27, 2025 titled, “Thomas Cook India and SOTC Travel sign joint venture agreement with Tourism New Zealand.”

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 sign joint venture agreement with Tourism New Zealand

Focus on increasing visitations during New Zealand's Winter Season

Mumbai, March 27, 2025: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have signed a strategic joint-venture (JV) agreement with Tourism New Zealand that intends to boost demand to New Zealand during the destination's Winter Season - June to August. The JV agreement was signed by **Gregg Wafelbakker - General Manager Asia, Tourism New Zealand, Rajeev Kale - President & Country Head, Thomas Cook (India) Limited** and **SD Nandakumar - President & Country Head - Holidays & Corporate Tours, SOTC Travel.**

The partnership extends across key pivots of product development and strategic marketing, while leveraging Thomas Cook and SOTC Travel's domain expertise and extensive consumer base - from multi-generational families, couples, working professionals to Young India's millennials and GenZ – across India's metros, mini-metros and Tier 2 & 3 markets.

With New Zealand's winter coinciding with India's peak vacation season, the JV intends to showcase New Zealand's winter-wonderland and unique experiences to India's discerning travellers. The benefits of off-peak travel (between June to August), includes increased supply-capacity leading to better pricing and special offers, fewer crowds/queues that allow exploration of New Zealand at leisure and in a more sustainable manner.

Winter showcases New Zealand in a fascinating new light - with stunning snow-capped vistas and a diversity of exciting experiences like snowboarding, skiing, heli-hiking and trekking, together with its famed geothermal hot springs. Being the peak migration season, whale-watching adventures are aplenty; also stargazing at the renowned Dark Sky Reserve or aurora chasing the spectacular Southern Lights. For thrill seekers, New Zealand's adventure capital (Queenstown) offers skydiving, ziplining, paragliding, bungee and the world's largest human catapult! Winter in New Zealand also offers a scenic TranzAlpine train journey, a nomad safari through Lord of the Rings locations, or a breathtaking winter cruise through Milford Sound.

René de Monchy, chief executive of Tourism New Zealand said, *"India is one of New Zealand's fastest-growing tourism markets, with holiday visitor numbers seeing double-digit growth and strong future potential. The travel trade has been integral in shaping holiday visitor flows and building a desire for New Zealand as a premium destination for discerning travellers. And through our high-impact marketing initiatives with Thomas Cook India and SOTC Travel, we are focused on converting this interest into increased bookings and visitor flows during traditionally quieter travel periods in New Zealand."*

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"New Zealand is magical in winter and with this season being India's biggest vacation period, our JV with Tourism New Zealand intends to maximise the opportunity. Fewer crowds and off-season pricing are further benefits that serve to inspire our value-seeking Indian travellers. Through our targeted campaign we aim to inspire travel-hungry Indian consumers across our segments of multi-generational families, couples, working professionals, millennials and GenZ."*

Tourism New Zealand is a deeply valued partner and my team and I are excited to leverage the off-peak winter opportunity and catalyse demand - across our omnichannel network."

S.D. Nandakumar - President & Country Head - Holidays and Corporate Tours, SOTC Travel Limited, said, *"We are delighted to partner with Tourism New Zealand to spotlight the destination's spectacular winter experiences. Over our 75 years, we have witnessed a strong interest emerging not just from India's metros, but also regional India's tier 2 and 3 markets. And so, our pan India campaign intends to inspire Indians to discover and explore New Zealand's snow-capped landscapes, adrenalin infused experiences while delighting in its deep cultural influences."*

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), 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 28 countries across 5 continents

TCIL has been felicitated with the award for 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, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 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 & 2019 at the SATTE Awards, IAMA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, 'Innovation in Omni-experience' Award at International Data Corporation's (IDC) Industry Innovation Awards 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; 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 programs and bank facilities of TCIL - 'CRISIL AA- / Positive' 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 primarily engaged in property and casualty insurance and reinsurance and the 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 (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across 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 through Memberships.

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