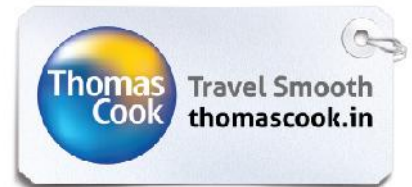


Thomas Cook (India) Ltd.

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News Release



A FAIRFAX Company

Thomas Cook India and SOTC Travel jointly release survey Third Holiday Readiness Report (June 2021)

Reveals emerging consumer behaviours and trends for travel when restrictions ease

- **Strong Travel Demand:** 69% respondents keen to resume travel in 2021; 31% in 2022
- **Interest for both Domestic (54%) and International (46%) destinations**
- **Personal Health & Safety** continues to be a key consideration (70%); 19% cite uncertainty as a concern. 66% are willing to spend additional towards Health & Safety
- **Financial Safety:** 81% respondents reiterate need for refundable/zero cancellation products
- **Need for Human Touch/ Expertise:** 77% preferring an expert for guidance/reassurance (outlet/home visit/ virtual store/video chat); 23% opted for bookings via website/app

Mumbai, June 24, 2021: Thomas Cook India and SOTC Travel surveyed over 4000 customers across India's Tier 1 - 3 cities in a recent survey to identify emerging consumer behaviours and trends that will drive travel preferences in the COVID era. The survey covered consumers of India's top 8 metros, mini metros like Pune and key Tier 2/3 markets of Jaipur, Indore, Tiruchirappalli, Madurai, Nagpur, Surat, Baroda, Bhubaneswar, Lucknow, Chandigarh, Mysore, Coimbatore, Visakhapatnam, Guwahati, Patna, etc. The companies have released key findings in their **Third Holiday Readiness Report (June 2021)**.

The data analysis has revealed valuable insights on travel behavior and customer expectations:

- **Strong Travel Desire/Intent:** A significant 69% respondents indicated keen interest to travel in 2021 post ease in restrictions - with 18% ready to travel immediately post unlock and 51% within 3-6 months
- **Financial Safety:** 81% respondents reiterated their need for refundable/zero cancellation products
- **Physical/Personal Safety:** 70% respondents rank Health & Safety as a key consideration
 - **Re-sanitation of rooms:** was selected by 52% respondents as a key requirement.
 - **Fully vaccinated hotel staff, drivers** was a need highlighted by 48% and 34% respondents, respectively
- **Willingness to Increase Spends basis Health & Safety:** 66% respondents are willing to increase spends to ensure higher levels of health & safety on their holiday
- **Demand for both Domestic (54%) and International (46%) destinations**
 - **India:** Kashmir, Leh-Ladakh, Himachal, Andamans, Goa, Kerala, etc.
 - **International:** Dubai-Abu Dhabi, Maldives, Mauritius, Thailand, Europe, etc.
(Destinations selected basis announcements of unlock/easing of travel restrictions)
- **Duration of Stay:** 35% respondents chose holidays between 3-5 days; 52% for 6-12 days; 13% for a holiday of over 12 days
- **Travel Companions:** 62% respondents prefer to travel with family/friends; 20% as couples/solo; 18% in a vaccinated group
- **Need for Human Touch/ Expertise:**
 - 77% respondents continued to express strong preference for interaction with an expert for guidance/reassurance - 27% opting to purchase holidays through retail outlets; 17% for home service; 33% preferred a contactless experience of a virtual store/video chat
 - 23% opted for bookings via website/app

Rajeev Kale President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, "Indian consumers continue to display strong travel desire with a noteworthy 69% keen to travel in 2021. Equally important are consumer concerns on health-safety (70%), uncertainty (19%) and need for refundable/zero cancellation products (81%). To address this and boost customer confidence, we have launched **TravShield** – our commitment to personal safety, financial safety and mental safety. Personal

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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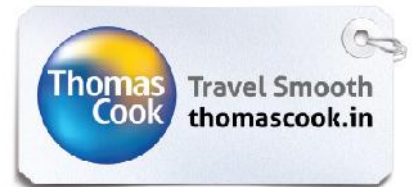
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Safety includes vaccinated travellers on tour, vaccinated hotel staff/drivers and interactions with vaccinated travel advisors; sanitized rooms, restaurants and vehicles. Financial Safety covers free cancellations and re-scheduling. To ensure mental safety, our products are inbuilt with Covid Insurance and to ensure peace of mind we have our 24x7 Doctor-on-Call service for any emergency during travel - in partnership with Apollo Clinics.”

He added, “To give customers an exclusive advantage, our **Holiday First and Pay When you Return** is a unique offer – allowing them to enjoy their holiday and pay later.”

Daniel D’souza, President & Country Head, Leisure, SOTC Travel said, “We are very encouraged with the strong pent up travel demand (69%) revealed via our survey and given that uncertainty is a key concern, our **Holiday First and Pay When You Return** is an unbeatable offer – with a minimal token deposit of Rs 5000 paid pre-holiday and the balance post-holiday. The offer is invaluable as SOTC pays for all the charges/fees till 15 days from return.

Our **TravShield** safety commitment is aimed at ensuring a stress-free and safe holiday experience across every stage of the customer journey and enhances our existing Assured Insured Secured Travel Program We truly understand customer concerns on account of health/safety (70%) and TravShield is intended to reassure and build confidence in travel when restrictions ease.”

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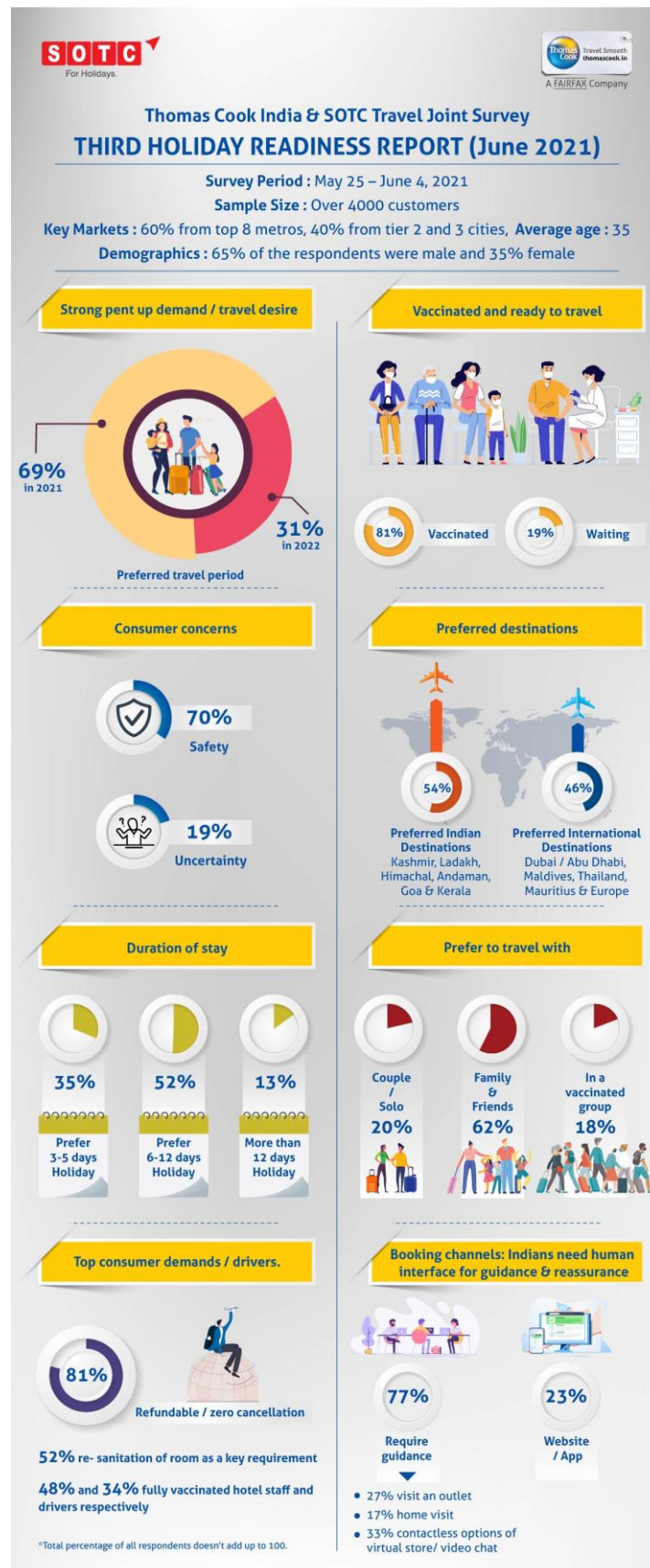
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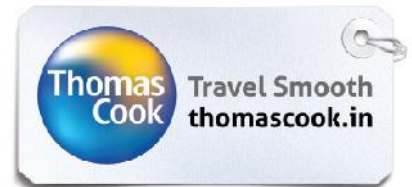
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About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Limited. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, 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, SITTA, 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

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.

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SOTC Travel Limited: Bineeta Mehta | +91 99209 62470 | bineeta.mehta@sotc.in

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