

Thomas Cook India & SOTC partner with Emirates Holidays Appointed Preferred Sales Agents (PSA) in India

- **Thomas Cook & SOTC will offer a wide range of premium packages curated by Emirates Holidays, for holidays across Emirates' global network of more than 120 destinations**
- **Range of ready-to-book and personalized holidays will offer Emirates' signature hospitality on flights, 24*7 assistance on holiday, premium accommodation, transfers, excursions and sightseeing**
- **Added advantage of 20% bonus Emirates Skywards miles for frequent flier program members**
- **Optional add-on services include Meet & Greet at Dubai International Airport (for Dubai destination), 'Land & Leave' baggage services**

Mumbai, April 20, 2022: Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have been appointed Preferred Sales Agents (PSA) for the Indian market by Emirates Holidays, the tour operating arm of Emirates Airlines. With a strong focus on India - one of the fastest growing markets for outbound travel, the partnership intends to target India's Leisure, Business and B-Leisure segments with an attractive portfolio of both ready-to-book and personalised air-inclusive holidays across Emirates' global network of more than 120 destinations.

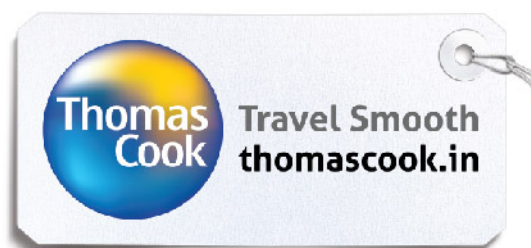
Thomas Cook & SOTC's strategic omnichannel model offers extensive touchpoints to customers: India's largest retail holiday network and B2B distribution (across its owned stores, Partner franchise outlets and Preferred Sales Agents) coupled with the Companies' website and call centres.

Customers and Agent Partners booking an Emirates Holidays with Thomas Cook India and SOTC can enjoy Emirates' world-class flight services, including the airline's award-winning entertainment and regionally-inspired cuisine with all Emirates Holidays bookings. Further, customers can avail complimentary meet and greet service at Dubai International Airport (for Dubai destination) as well as 20% bonus Emirates Skywards miles for their bookings. Customers can also enjoy additional benefits such as complimentary upgrades on meal and room plans during their journey.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Being appointed the Preferred Sales Agents (PSA) for Emirates Holidays in India is a special win for us. This partnership reflects the confidence of Emirates Holidays in our leadership brands, the strength of our consumer base and our extensive reach across B2C and B2B segments, pan India. With India positioned as one of the fastest growing outbound travel markets, the announcement of our partnership is perfectly timed: the reopening of India's skies ushering in revival and growth of tourism. Thomas Cook India offers customers and trade partners, the convenience and ease of our unique omnichannel network via our website, call centre and extensive retail outlets pan India. In addition to pre-packaged air-inclusive holidays and our experts look forward to curating special personalised itineraries to delight our discerning leisure, business and B-leisure customers."*

Mr. Daniel D'souza President & Country Head, Holidays, SOTC Travel said, *"Our partnership with Emirates Holidays comes at a time when customer confidence in travel is back! This valuable partnership will benefit our customers with exclusive inclusions and add-ons on every Emirates Holiday. The UAE is not only a favourite for a quick weekend getaway or a leisurely vacation, but also a perfect stopover enroute global destinations on Emirates' network. We intend to target families, millennials, group of friends, young professionals, seniors, business and b-leisure travellers with an Emirates Holiday designed to delight. To sweeten the deal, our partnership brings a host of complimentary offers, special add-ons along with bonus reward points to benefit our valued customers."*

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A FAIRFAX Company



Mr. Bob Kabli, Senior Vice President Online Business Development and Emirates Holidays said: *"India is a very important market for us and we are delighted to be working with Thomas Cook (India) and SOTC to bring the Emirates Holidays experience to a broad audience across the country. Our bespoke travel packages are sure to delight the discerning Indian customer who is looking for unique travel experiences that is backed by decades of travel expertise and the award-winning flight service on Emirates. Customers can enjoy a host of benefits and guaranteed savings when booking travel to their dream destination with Emirates Holidays."*

About Emirates Holidays: Emirates Holidays is the tour operating arm of Dubai-based Emirates Airline, extending the Emirates quality experience from the air to the ground. With over 20 years of experience in the travel industry, Emirates Holidays offers a wide array of holiday options in Dubai, the Indian Ocean and beyond.

Click here for details:

[Thomas Cook](#)
[SOTC](#)

Toll-free 1800-210-1920 (Thomas Cook India and SOTC)

**T&C Apply*

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, Digiphotography 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 2019 & 2018 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

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:

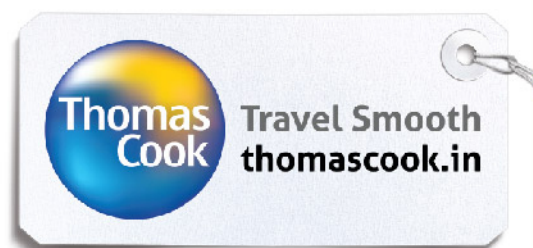
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Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL, is a leading Indian Leisure Hospitality company with 37 resorts across the country, providing a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, 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 (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 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 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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