

Thomas Cook (India) Ltd.

A Wing, 11th Floor, Marathon Futurex

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News Release



A FAIRFAX Company

Thomas Cook India and SOTC announce the launch of a unique Customer Loyalty Program - **Priority**

Mumbai, September 28, 2020: On the occasion of World Tourism Day, in recognition of the trust displayed by its customers, Thomas Cook (India) Ltd., India's leading integrated travel services company and its Group Company, SOTC Travel Ltd., announced the launch of **Priority** – an exclusive loyalty program. Available as a Platinum and Gold variant, the **Priority** program entitles its members to significant and exclusive benefits: the services of a dedicated relationship manager, exclusive holiday previews, special priority offers, benefits across alliance partners, birthday specials, invitations to events and a host of attractive deals/promotions across domestic and international holidays and additional travel services.

In this new era of travel, Thomas Cook India and SOTC have ensured unerring customer focus with the introduction of an innovative portfolio: Domestic Workations, Staycations, Hidden Gems, etc. and an international portfolio of Private Journeys, Live It Up and A La Carte holidays – each carefully designed basis customer feedback. Simultaneously, to build customer confidence in travel, the companies' comprehensive health and safety initiatives such as the *Assured* Program in partnership with Apollo Clinics, end-to-end *COVID-negative certification services* and *Safe Holiday Helpline*, have helped ensure a stress free holiday experience. In a further initiative to empower customers and thank them for their trust, Thomas Cook India and SOTC have introduced **Priority** – a unique loyalty club with significant in-built advantages to deepen customer bonds and create holiday memories of a lifetime.

Mr. Mahesh Iyer, Executive Director & CEO, Thomas Cook (India) Ltd. said, *"At Thomas Cook India we are committed to our customer-first strategy and this has been the catalyst to the series of innovative and meaningful initiatives that deliver on our promise of Assured, Insured and Secured. The launch of our **Priority** program is yet another step in this direction and serves to recognize and reward our loyal customers who are an integral part of the Thomas Cook India family. In addition to a dedicated relationship manager, our Priority program offers significant advantages and we intend to further enhance customer delight via an ongoing series of exclusive and exciting offers."*

Mr. Vishal Suri, Managing Director, SOTC Travel Limited said, *"SOTC Travel has been at the forefront of innovation and customer centric initiatives in this new era of travel. To ensure customer confidence in travel, we have introduced a range of assured, insured & secured holidays in line with our Safe Travel program. In our commitment towards a customer-first approach and to further connect and strengthen our association with our valued customers, we have introduced our exclusive **Priority** program that offers customers a more personalized, flexible and truly rewarding experience. The unique offerings and comprehensive benefits such as a personal relationship manager to assist with holiday planning, special priority offers, birthday exclusives, amongst others, strive to enhance the travel experience for our frequent travellers, reassuring them of our excellence across our holiday portfolio."*

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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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 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, 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.

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>

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