



Thomas Cook India & SOTC tap into growing demand for active outdoor holidays

Launch wide range of Trekking Tours across Kashmir, Himachal, Uttarakhand, Ladakh & Sikkim

- Designed to deliver active learning fun & adventure with authentic experiences including local food, unique wildlife and vibrant flora - up close
- Trekking holidays include experienced trek leaders, guides, quality tents, medical kits, oxygen cylinders, all meals, etc.

Mumbai, May 18, 2022: The pandemic induced restrictions of over two years have created a new found respect for nature and the outdoors, more so for work-weary warriors longing to get away from the stresses/hustle-bustle of city life. Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, having identified strong pent-up demand for outdoor and adventure travel, have curated a distinctive portfolio, **India Trekking Tours** – timed perfectly with the onset of the Country's trekking season. The Companies' diverse range of treks start at Rs. 13,220.00* for a 5-day trip to Chopta Tungnath Chandrashilla Peak Deorital to Rs. 89,999.00* for 15-days to Everest Base Camp.

Thomas Cook & SOTC's internal data reveals that a significant 51% respondents indicate a strong appetite for trekking/hiking trips – and this is across India's metros, mini metros, tier 2-3 cities. The Companies **India Trekking Tours** hence intends to leverage this latent demand and inspire both experienced trekkers and first timers with programs that offer varying levels of expertise. In addition to hotels, India Trekking Tours offer unique accommodation, including rugged tented camps, lodges, guesthouses and homestays.

Inclusions: To build customer confidence, the trekking tours are accompanied by

- Trek Team that includes a trek leader, local guide, cook, support staff
- Amenities: Trekking equipment, vehicles based on availability, camps, first aid medical kits and oxygen cylinders, extra luggage facility and permits
- All meals included (non-vegetarian, vegetarian and Jain)

The Companies product range captures India's diversity of breath-taking mountainous terrain: Sikkim's dramatic landscapes, turquoise alpine lakes of Kashmir, arid desert topography of Ladakh, lush valleys of Himachal and Uttarakhand awash with vibrant flora-fauna, mountain springs and the source of her mighty rivers, quaint picturesque villages, temples/monasteries, to the highest summit of all – the Everest Base Camp! Thomas Cook & SOTC's experts have put together a trekking calendar to help plan a trek that is truly life changing: *Calendar for July-Dec 2022 (Page 2)*

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, "Post two years of restrictions, our customers are all geared to escape into India's scenic mountain terrains – with the added benefit of a digital detox experience. And so, our thoughtfully designed India Trekking Tours are packed with exciting experiences across India's exceptional landscapes. Each tour is accompanied by an expert trek leader, guide, cook; includes essential equipment and medical kits and oxygen cylinders; with all meals included. We invite our customers to embark on a journey of discovery with our exciting trekking product range, starting at a very affordable Rs. 13,220.00*."

Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel said, "Indians love the outdoors and India offer's a diversity of trekking trails with unparalleled natural beauty. Planning a trek can be a challenging process, especially for new/first time explorers and hence keeping the requirements of our customers in mind, we have curated products with thrilling escapades, rejuvenation and unique experiences. With eclectic stays and guided trails, our itineraries have been planned carefully by experts to offer unforgettable experiences in the lap of nature."



A FAIRFAX Company

Trekking Calendar: July to December 2022

May	June
Goechala Pindari Glacier Pangarchulla Peak Kedar Tal GaumukhTapovan Bali Pass Choptha&Tungnath Har Ki Dun Markha Valley	Hampta Pass Pindari Glacier DzoJongo Kedar Tal GaumukhTapovan Bali Pass Choptha&Tungnath Har Ki Dun Markha Valley Valley of flowers
July	August
Hampta Pass DzoJongo Valley of flowers Markha Valley Kashmir Great Lakes	Hampta Pass DzoJongo Valley of flowers Markha Valley Kashmir Great Lakes
September	October
Hampta Pass DzoJongo Valley of flowers Choptha&Tungnath Har Ki Dun Markha Valley Kashmir Great Lakes	Choptha&Tungnath Har Ki Dun Markha Valley Kashmir Great Lakes
November	December
Choptha&Tungnath Markha Valley	Choptha&Tungnath Markha Valley

For further details click here:

[Thomas Cook](#)
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**T&C apply*

About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook India) Limited. (TCIL) is the leading omnichanneltravel 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 TTTG 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

FairbridgeCapital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 70.58% 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, PremWatsa, 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 (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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