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With Festive Travel witnessing strong demand from the Gujarat Market, Thomas Cook & SOTC launch *Diwali Mahotsav* – Holiday Sale

Special Offers:

- **Buy 1 Get 1 Free – Companion Free!**
- **Gujarati Specials: Gujarati tour manager, all meals, Gujarati snacks, special Diwali celebration night**
- **Discount of upto Rs 50,000 per family on International Holidays**
- **Discount of upto Rs 20,000 per family on India Holidays**

Mumbai, August, 11, 2021: Consumer data/insights revealed in the Thomas Cook & SOTC Third Holiday Readiness Report 2021, highlight that Gujaratis are displaying strong travel appetite: 71% are keen to resume travel in 2021 and 51% are ready to travel during the upcoming Diwali festive season. To accelerate this demand, India's leading integrated travel services company, Thomas Cook India, and its Group Company, SOTC Travel, have launched a unique **Diwali Mahotsav** with attractive pricing, unbeatable offers and special Gujarati Tours accompanied by a Gujarati tour manager with a unique Diwali celebration night on tour. The Diwali Mahotsav invites Gujaratis to celebrate the festival of lights with family and friends, while exploring a new destination and building close bonds.

Diwali Mahotsav – Special Offers

Buy 1 Get 1 Free – Companion free offer to Dubai, Maldives, Andamans, Himachal, Kashmir

Dubai Diwali Special – fully loaded tour includes a special Gujarati dinner

Up to Rs. 50,000.00 off per family on International tours to Egypt, Switzerland, Swiss & Paris

Up to Rs. 20,000.00 off per family on India holidays to Andamans, Himachal, Kashmir

Gujarati Special - All-Inclusive Tour

- All meals (including Gujarati Snacks)
- Special Diwali Celebration Night
- Gujarati speaking tour manager
- Ex-Ahmedabad departures*

A wide range of destinations on offer include, Kashmir, Ladakh, Himachal, Andamans, Goa, and Kerala (Domestic) and Dubai, Egypt, Maldives, Switzerland, Europe (France, Germany, Switzerland).

With 65% of Gujarati consumers reiterating their strong focus on Health & Safety, Thomas Cook and SOTC's **TravShield - Travel Safety Commitment** is of significant value. It encompasses meticulous safety protocols in association with Apollo Clinics:

- Vaccinated Travel Advisors & Contactless Bookings
- Free Re-scheduling & Cancellation
- Covid Insurance Cover with 24/7 Doctor on Call
- Vaccinated / Covid negative fellow travellers
- Covid negative / Vaccinated Drivers, Hotel Staff
- Sanitized Rooms & Vehicles



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Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited. said, *“Diwali brings with it very special festive joy and cheer. With our research indicating that Gujaratis are looking forward to travel and celebrate with family and friends, we have designed special India and international holidays with attractive offers like Buy One Get One and special family discounts. To make it extra special, our Gujarati Tours include a Gujarati speaking tour manager, a special Diwali night celebration and all meals included – a complete package to celebrate the festival with loved ones.”*

Mr. Daniel D’souza President & Country Head, SOTC Travel said, *“Diwali this year falls on a Thursday, a perfect opportunity to indulge in an extended weekend holiday with family/friends, while exploring exciting destinations in India and overseas. With borders opening up and vaccinated travellers being welcomed, travel demand from our Gujarati customers has been seeing strong growth. Our ‘Diwali Mahotsav’ packed with special deals and discounts, intends to benefit our Gujarat based consumers and help them enjoy a perfect Diwali holiday.”*

He added, *“Our Diwali Mahotsav comes with our unique TravShield – Travel Safety Commitment to build confidence and reassure our customers.”*

For details on the Diwali Mahotsav – Holiday Sale: click here:

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

*T&C apply

Holiday Trend Report – Gujarat Market

Multi-Generational Family Travel sees a significant demand for the upcoming festive season

Gujarat is a key market for Thomas Cook India and SOTC and to delve deeper to understand customer travel behaviour, trends and pent up demand, post easing up of lockdown restrictions; Thomas Cook India and its group company SOTC surveyed customers from key Gujarati source markets including of Ahmedabad, Surat, Vadodara, Rajkot, Bhavnagar, Jamnagar as a part of the Thomas Cook India & SOTC’s Third Holiday Readiness Report (June 2021). Below are the findings:

- **Strong Travel/Pent-up Demand:** 71% respondents keen to resume travel in 2021; (20% ready to travel immediately post unlock and 51% during the festive season)
- **Gujaratis prefer to travel with Multi-Generational Family/Friends Group:** 70% respondents prefer to travel with family/friends; 20% in a vaccinated group; 10% as couples/solo
- **High Priority to Health & Safety:**
65% respondents indicated need for personal health and safety
84% for financial safety and prefer refundable or zero cancellation products
60% are willing to spend additional when it comes to health and safety
- **Need for Human Touch/Expertise:**
79% prefer an expert for guidance/reassurance of which:



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- 29% opt to purchase through retail outlets
 - 17% for home service
 - 33% prefer a contactless experience of a virtual store/video chat
- 21% opted for bookings via website/app
- **Interest for both India (51%) and International (49%) destinations:**
India: Kashmir, Ladakh, Himachal, Andamans, Goa, Kerala, etc.
International: Dubai-Abu Dhabi, Maldives, Mauritius, Thailand, Bali, Switzerland, France, etc.
(Destinations selected basis announcements of unlock/easing of travel restrictions)
 - **Duration of Stay:** 33% respondents chose holidays between 3-5 days; 53% for 6-12 days; 14% for a holiday of over 12 days

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, 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 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 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 – 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) 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:

Sterling Holiday Resorts Limited, wholly owned subsidiary of TCIL is engaged in time share and resort business.



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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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