

**Thomas Cook (India) Ltd.**  
Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717  
A FAIRFAX Company



07<sup>th</sup> August, 2020

The Manager,  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 500413**

The Manager,  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051  
**Scrip Code: THOMASCOOK**

Fax No.: 2272 2037/39/41/61

Fax No.: 2659 8237/38

Dear Sir/ Madam,

**Ref: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

**Sub: Press Release**

We are enclosing herewith the Press Release dated August 07, 2020 titled “Targeting the significant shift to Spiritual-Religious Tourism, Thomas Cook India & SOTC launch Ramayana Trails”

This is for your information and records.

Thank you,

Yours faithfully,  
For **Thomas Cook (India) Limited**

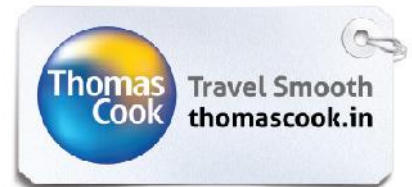
**Amit J. Parekh**  
*Company Secretary and Compliance Officer*

Encl: a/a

## Thomas Cook (India) Ltd.

A Wing, 11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864

### News Release



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## Targeting the significant shift to Spiritual-Religious Tourism Thomas Cook India & SOTC launch **Ramayana Trails** Enriching spiritual journeys in the footsteps of Lord Ram - across India

**Mumbai, August 7, 2020:** With the current downtime creating opportunity for reflection and introspection, Indians are now seeking a deeper meaning to life. In an endeavour to support new age Indian travellers on their journey of spirituality and self-discovery, Thomas Cook (India) Ltd., India's leading integrated travel services company and its Group Company, SOTC Travel Ltd., have introduced **Ramayana Trails** – walking in the footsteps of Lord Ram and re-living his life within India. Enriching spiritual experiences include key temples and memorable places intertwined with the epic journey: Ayodhya, Prayagraj, Chitrakoot, Hampi, Madurai and Rameshwaram, with tours starting at Rs. 19 999.00\*.

India is a deeply spiritual land and a significant number of Indians travel on pilgrimages/religious tours at least once a year. At Thomas Cook and SOTC, we have been witnessing an over 25% YoY growth for our spiritual tourism packages - including Char Dham, Amarnath Yatra, Vaishnodevi, Kailash Mansarovar and Bodhgaya; also *Darshans* by SOTC (40 itineraries covering 60 holy destinations). Our market feedback indicates that the pandemic and lockdowns have made Indians seek spiritual solace and strength even more. Given the heightened interest in Lord Ram's life currently, the Ramayana Trails is a perfect package for Indians to combine a well-deserved break and a deeply spiritual experience as they walk in the footsteps of Lord Ram.

**Ramayana Trails** invites travellers to embark on an enriching spiritual sojourn, selecting from tours based on the epic compiled by adi-kavi, sage Valmiki. The programs have been designed with great care and incorporate special priority darshans, assistance to perform various Pujas at temples en-route, a guide cum storyteller to explain the nuances and historical-cum-spiritual perspective of the locales, satvik bhojan, bhajan kirtan and folklores with the locals and home cooked meals on select itineraries\*.

In addition, **customer benefits include:**

1. Quality accommodation options with daily breakfast
2. Private transfers in AC vehicles
3. Special assistance/caretaker available on request for senior citizens
4. Affordable pricing starting at Rs. 19 999.00\*
5. Flexible cancellation options & Minimal booking deposit
6. Easy payment and EMI options
7. Meticulous health & safety under the Company's [Assured Program](#) in partnership with Apollo Clinics
8. Additionally, [COVID-negative certificate facilitation services](#) are also available

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd.** said, *"India's travellers are displaying a growing interest in spiritual travel and a deeper engagement with the unique elements within each destination they visit. And so we have thoughtfully designed our **Ramayana Trails** based on the epic by Valmiki, enabling our customers follow in the footsteps of Lord Ram - across the various kands (chapters) from Baal Kand, Ayodhya Kand to Sunderkand. Starting at an affordable price of Rs. 19 999.00, travellers can seek spiritual solace with enriching experiences that we have included in each program: special priority darshans and pujas, a guide cum storyteller to bring alive the unique perspective of each locale, satvik bhojan, bhajan kirtan and folklores with the locals; also distinctive sites like Rishyamuka Hill, Hanuman Halli and Ram Setu bridge, among others."*

He added, *"Our **Assured Program** in partnership with Apollo Clinics ensures meticulous health & safety protocols across every touch-point and to further assist our customers, we have tied up with ICMR accredited labs to offer seamless end-to-end **COVID-negative certification services** with contactless facilitation – across India."*

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office: A Wing, 11<sup>th</sup> Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400 013.

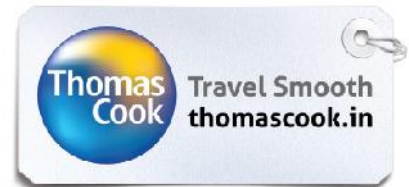
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

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www.thomascook.in

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**Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel** said, "We have seen renewed interest with new-age travellers seeking experiences in travel that are novel and unique while being wellness and spiritually driven. In an endeavour to offer new and unique experiences to travellers, SOTC has announced the launch of "**Ramayana Trails**" - a selection of specially designed religious and spiritual journeys that give deep insights into the life and journey of Lord Rama across India's most fascinating sacred places. Travellers can embark on a spiritual journey to pay reverence at famous sacred temples, holy shrines and ashrams of Ayodhya, Mankameshwar, Virupaksha amongst others giving them an opportunity to rejuvenate their mind and soul. The tours have been crafted keeping in mind the specific needs of the travellers to seamlessly aid their spiritual journey. The packages also combine leisure for spiritual and experiential travellers not only to seek solace, but to experience the beauty of the quaint and tranquil destinations offered."

He added, "To ensure health and safety for travellers, we have associated with ICMR accredited labs across India to provide a first of its kind **COVID-negative certification services**. This, along with our **Assured Program** in partnership with Apollo Clinics, focuses on rebuilding confidence in a hassle-free journey for all our customers."

\*Per person on twin sharing basis  
\*Terms and conditions apply

**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, 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](http://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.

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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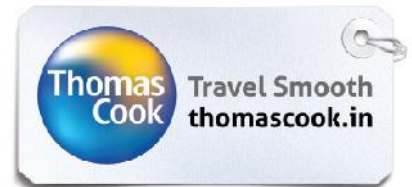
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SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation India (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>

### Media Enquiries:

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Joyce Fernandes | +91 98922 20141 | [joyce.fernandes@thomascook.in](mailto:joyce.fernandes@thomascook.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.

### Media Enquiries:

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Neha Dcunha | +91 98926 63010 | [neha.dcunha@sotc.in](mailto:neha.dcunha@sotc.in)

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