

**Thomas Cook India indicates surge in travel demand from Kerala
Inaugurates new franchise outlet in Edappally, Kochi
Increases consumer access to 13 centres across the state**

Mumbai, April 6, 2023: Thomas Cook (India) Ltd., India's leading omnichannel travel services company, inaugurated a new Gold Circle Partner (franchise) outlet in Edappally, Kochi to capitalise on the strong and growing travel opportunity from the region. The outlet was inaugurated by Shri. P Rajiv, Minister for Industries, Law and Coir, Government of Kerala. Kerala has witnessed a 35% uptick in travel demand compared to pre pandemic levels and this expansion augments Thomas Cook India's distribution and reach in Kerala, to 13 consumer access centres: 11 owned branches and 2 Gold Circle Partner (franchise) outlets. In addition to serving the financial hub of Edappally, the outlet will also serve as a hub for nearby residential and business areas of Aluva, Angamaly, Vyttila, Perumbavoor and Palarivattom.

In the new age of travel, customers are understandably seeking the guidance and reassurance of holiday experts and Thomas Cook India's internal survey reiterates the same, with a significant 77% of respondents stating that they require guidance from a holiday expert. To help customers with their travel plans and requirements, Thomas Cook India has opened a Gold Circle Partner (franchise) outlet in Edappally, Kochi.

Thomas Cook's strategic omnichannel model offers extensive touchpoints to customers: India's largest retail holiday network of 135 outlets and B2B distribution (across its owned stores, Partner franchise outlets and Preferred Sales Agents) coupled with the Company's website, call centres and Holiday app.

With the upcoming summer holidays, consumers from Kerala are displaying a strong travel desire for both domestic and international destinations. Favourite Indian locales include Kashmir, Leh Ladakh, Uttarakhand, Himachal Pradesh and the North East. Spiritual tourism has been witnessing an uptick and favourites include Char Dham and Amarnath Yatra. Closer to home international destinations like Thailand, Singapore, Malaysia, Indonesia, Dubai, Abu Dhabi, Oman, Maldives and Mauritius are driving demand. Additionally, long/mid-haul favourites include Switzerland, France, Austria, Finland, UK, Turkiye, Egypt, Australia, New Zealand and USA (for visa holding customers). New emerging destinations include Vietnam, Cambodia, Baku and Almaty.

Key segments driving growth from Kerala include families, seniors, professionals, local trade associations and business travellers. Thomas Cook's Digital First focus has resulted in a significant drop of approx. ten years in the average age of its holiday customers. Therefore, with a strategic aim to target Gen Z customers who seek experiential activities, authentic local culture and at value pricing, the Company offers attractive rates, unbeatable deals and a host of engaging experiences.

Thomas Cook's Gold Circle Partner outlet at Edappally, offers consumers end-to-end travel solutions with a wide range of travel and travel related services, including: International & Domestic Holidays (Group Tours, Personalised holidays, Cruises, etc.), Value Added Services like Travel Insurance; Visa Services, etc.

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Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"Kerala is a strong growth market for us at Thomas Cook India, and we are seeing a 35% surge in strong travel demand compared to pre pandemic levels from the region for the upcoming summer holidays. We are hence delighted to announce the opening of our Gold Circle Partner franchise outlet at Edappally, a prime*

commercial hub, for better customer accessibility. We intend to accelerate demand while supporting our customers across segments including families, couples, millennials/young professionals, business travellers, local trade associations and more.”

He added, “Our Gold Circle Partners, Mr. Abdul Sameer KM, Mr. Febin K Pallath and Mr. Manoj Venugopal have market expertise that will strengthen Thomas Cook India’s presence in this growing market.

We extend a warm welcome to our Kerala based customers. We have just launched exciting offers and discounts for the summer vacation season and our travel experts at our new outlet look forward to assisting customers from Kerala - to plan their much awaited holidays for 2023.”

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 and Visa Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景), 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 28 countries across 5 continents

TCIL has been felicitated with The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IATA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, ‘Innovation in Omni-experience’ Award at International Data Corporation’s (IDC) Industry Innovation Awards 2021, The Best Travel Agency – India at TTA Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia’s Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; 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 72.34% 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, 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>

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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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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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