

## **Thomas Cook India introduces *Holiday Mate* New Gen Digital Tool to support its B2B Travel Agent Partners**

- **Contactless, seamless, user-friendly portal**
- **Automated processes to ensure speed, accuracy, productivity and efficiency**

**Mumbai, November 21, 2022:** Thomas Cook (India) Limited - India's leading omnichannel travel services company, has announced the launch of ***Holiday Mate*** - an online B2B tool that empowers its travel agent partners to deliver swift, seamless and accurate services to the end consumer. The Company has consistently demonstrated innovation, agility and digital astuteness in leveraging technology to deliver increased benefits for customers and the business. In line with the Company's Digital First strategy, the launch of its innovative digital solution - *Holiday Mate* gives Thomas Cook India valuable first mover advantage in the holiday space.

Thomas Cook has deployed end-to-end digital solutions & processes across business lines to ensure seamless delivery of contactless, scalable, secure solutions to customers. In an initiative to simplify the processes and effectively manage time, *Holiday Mate* allows Thomas Cook's travel agent partners to manage end-to-end holiday bookings seamlessly online – right from selecting suitable products, customisation, to payments.

Thomas Cook's *Holiday Mate* benefits the Company in its outreach to India's viable tier 2, 3 and 4 key source markets, thus significantly expanding the Company's market share.

### **4 Easy Steps to book holidays: (For Travel Agents)**

- Select Product & Review booking
- Sign in
- Enter traveller details
- Payment

For the first phase of the launch, the *Holiday Mate* offers Thomas Cook's Group Tours (GIT), with Individual Travel (FIT) to follow in the next phase.

**Mr. Rajeev Kale, President & Country Head - Holidays, MICE, Visa, Thomas Cook (India) Limited.** said, *"This is the new era of travel! Our accelerated digital transformation is aimed at delivering an exceptional experience for our key stakeholders. Our newly launched B2B platform - Holiday Mate has been strategically designed to empower our travel agent partners. The portal offers end-to-end solutions in easy steps without the need of human intervention, right from choosing a product, customising it per customer requirement to transaction in 4 easy steps. The idea was to simplify booking processes and strengthen our outreach in India's viable tier 2, 3 and 4 key source markets, thus expanding our market share. Holiday Mate currently offers Group Bookings and will soon also cater to Individual Travel in its next phase."*

**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, Luxe Asia, Travel Circle International Limited (TCI 勝景), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphot 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 IAMAI 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 TTG 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; Best Outbound Tour Operator at the SATTE 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](http://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>

**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.

#### **Media Enquiries:**

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