

## **Thomas Cook India & SOTC Travel launch a range of Europe Holidays for Summer 2023**

**Specially curated range of experiential holidays for Young Indians and itineraries offering in-depth exploration of mono destinations**

- **Exciting inaugural offer: a complimentary 3-nights European cruise experience across Barcelona, Savona and Marseille**
- **Unbeatable deals – family discounts; early bird discounts; Travel Now Pay Later at No Cost EMI**
- **Trip protection policy against cancellations up to 10 days prior to departure and free cancellations till 31<sup>st</sup> December, 2022**
- **Early visa processing; group tours escorted by experienced tour managers**
- **European holidays portfolio showcases favourite locales starting at Rs. 157,000.00\* for 9 days**
- **Value tours specially designed for Young India starting at Rs. 159,000.00\* for 7 days**

**Mumbai, November 24, 2022:** The summer season is a peak travel period for Indians across segments and it also happens to be the best time to visit Europe, thus creating high demand for the destination. To capitalise on this opportunity, Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have launched an extensive range of value to luxury, ready-to-book, air-inclusive, land-only and customizable **Europe Holidays** starting at Rs. 157,000.00\* for 9 days along with unbeatable deals.

The Companies' Europe Holidays have been thoughtfully created to showcase favourite locales including UK, Switzerland, France, Austria, Scandinavia, Italy, Belgium, Netherlands, Germany, Vatican, Turkiye and Greece. The portfolio includes special itineraries focusing on mono destinations with in-depth exploration for travellers who prefer to explore destinations thoroughly.

To target young at heart explorers who seek experiential activities and genuine local culture, Thomas Cook & SOTC's product portfolio offers flexible holidays. This includes multiple experiential activities like horse carriage rides in Seville; Game of Thrones tour in Ireland; Johnnie Walker experience in Edinburgh; chocolate tasting at Lindt Museum in Switzerland; Horchata drink in Valencia; Jeff de Bruges ice cream in Paris. Customers can also experience scenic/panoramic train journeys and river cruises, a glimpse of Europe's exciting nightlife, local cuisine and wine tasting; also adventurous activities such as sky diving, deep sea diving and more across Paris, Amsterdam, Madrid, Barcelona, Prague, Budapest and Istanbul.

With cruise experiences witnessing significant demand, the Companies are offering an exciting inaugural offer: a complimentary 3-nights luxury cruise experience across Barcelona, Savona and Marseille. Additionally, to reassure customers, the Companies' group tours will be accompanied by experienced tour managers.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *"Europe has been a customer favourite for summer holidays and continues to be back in demand for summer 2023. Keeping this in mind, our European Holidays are designed with experiential activities that are sure to attract segments of families/multigenerational families, young professionals/millennials, couples and honeymooners. We have introduced an exciting inaugural offer wherein our customers can avail a complimentary European cruise experience for 3-nights across Barcelona, Savona and Marseille. Customers can select from a wide range of value to luxury, ready-to-book or personalised options with unbeatable offers/special deals."*

**Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel Limited** said, *"A vast number of tourist attractions and landmarks in Europe create high demand for the destination. To capitalise on this demand, we have curated our European holidays with special offers. Our itineraries are designed with unique experiences and a range of exciting activities for all segments to explore the destination. Our intent is to target India's millennials/new age travellers who enjoy exciting outdoor adventure; we also have special itineraries focusing on mono destinations with in-depth exploration. To sweeten the deal, we have announced a special inaugural offer - a complimentary European cruise experience."*

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For further details, click here:

[Thomas Cook](#)

[SOTC](#)

\*T&C Apply

**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, 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 28 countries across 5 continents

TCIL has been felicitated with IAMA 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

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**Corporate Office & Registered Office:**

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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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