

## **Thomas Cook India & SOTC Travel witness high demand for the upcoming long weekend of Republic Day**

**Launch special offers across domestic and international holidays**

- **Ready to book and personalized Domestic & International holidays starting at Rs. 12,549.00\* for 4 days**
- **Unique experiences, outdoor adventure, wellness and spa-cations; also spiritual getaways**
- **Buy One Get One – Companion Free across select India & International holidays**

**Mumbai, January 24, 2023:** With Republic Day falling on a Thursday, the second last week of January offers an ideal opportunity for an exciting extended weekend getaway. We are seeing a brisk demand of over 25% from families, young professionals/millennials and couples. To capitalise on this opportunity, Thomas Cook India, India's leading omnichannel travel services company and its Group Company, SOTC Travel, have introduced a range of exciting holidays with special offers across domestic and international destinations starting at Rs. 12,549.00\* for 4 days.

Thomas Cook and SOTC's consumer data reveals growing demand for short holidays/mini-cations – with 63% of respondents displaying a keen interest in the upcoming Republic Day long weekend. Over 70% of the respondents indicated a preference for domestic locales, while 30% were open to short-haul international options.

To tap into the extended weekend demand Thomas Cook India and SOTC have launched an exciting holiday range to favourite Indian locales including Kashmir, Himachal Pradesh, Uttarakhand, Kerala, Uttar Pradesh, Rajasthan and the North East; also beach destinations like Goa and Andamans. Closer-to-home and easy visa destinations like South East Asia's Singapore, Malaysia, Thailand and Indonesia; also Dubai, Abu Dhabi, Maldives and Mauritius are in demand for this extended weekend.

Thomas Cook and SOTC's extended weekend holidays include a range of ready-to-book and personalised experiences: outdoor and adventure, including safaris, biking, hiking/trekking, camping, river rafting and paragliding; lunch in the midst of an apple orchard and stays in coffee plantations/tea estates; visiting nearby locales, spa-wellness getaways and cruise holidays; also spiritual tours. Additionally, cultural experiences such as Odisha's Konark Eco Retreat, Varanasi Tent City, Jal Mahotsav in Madhya Pradesh and Rann Utsav in Gujarat.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *"With Republic Day falling on Thursday, customers are offered a great opportunity of an extended weekend getaway! To help our customers plan a memorable holiday, we have launched an exciting range of tours across domestic and closer-to-home destinations with an attractive offer like Buy One Get One Free – Companion offers across select India and international destinations. Customers can select from our array of options: safari-outdoor-adventure, wellness getaways, cruises and plenty more. Additionally, our unique omnichannel network offers customers the convenience of selecting their preferred mode of contacting us: via our holiday apps, virtual holiday store, portal, call centre or extensive retail outlets pan India."*

**Mr. Daniel D'souza President & Country Head - Holidays, SOTC Travel Limited** said, *"Public holidays that are closer to the weekend can be utilised for an exciting holiday getaway. For this upcoming long weekend of Republic Day, we are seeing a 25% increase in travel demand from various segments including families; millennials/young professionals and couples to explore both domestic and international locales. Our long weekend getaways include unique experiences at attractive price points to a range of favourite destinations including Kashmir, Himachal Pradesh, Uttarakhand, Kerala, Uttar Pradesh, Rajasthan, Goa, Andamans and the North East; South East Asia's Singapore, Malaysia, Thailand and Indonesia; also Dubai, Abu Dhabi, Maldives and Mauritius."*

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For further details, click here:

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\*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, 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

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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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