



To leverage the upcoming extended Holi weekend Thomas Cook & SOTC introduce an exclusive range of special Holi products

- Celebrates the colour and vibrancy of the festival at Dwarka, Nandgaon, Varanasi, Barsana...
- Immersive cultural experiences and festivities including a pilgrimage to Radha Krishna's Brij Bhoomi
- Authentic local cuisine and Holi delicacies
- Tours accompanied by Thomas Cook and SOTC experienced tour managers
- Product range targets families, millennials/young professionals, group of friends and solo travellers

Mumbai, March 9, 2022: India is a land of vibrant festivals and celebrations and Holi represents one of the world's most spectacular experiences. The upcoming long Holi weekend starting Friday, March 18, makes for an ideal holidaybreak. Hence with a strategic intent to maximise on both the significance of Holi and pent up travel demand, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have introduced a range of special Holi products that combine the best of spiritual, cultural and gastronomic experiences.

As per the Companies' internal survey, 69% respondents indicated strong demand for short holidays/mini-cations. With this in mind, Thomas Cook and SOTC have curated distinctive Holi itineraries for the upcoming extended weekend. Included is a range of exceptional elements that highlight the essence of the festival – aimed at targeting families, millennials/young professionals, group of friends and solo travellers.

The vibrant festival of Holi celebrates life, love and the triumph of good over evil. To provide customers with an immersive experience, Thomas Cook and SOTC have handpicked locales that have a deep connection with the life of Lord Krishna, including his birthplace Mathura, Gokul and Nandgaon - where he was raised in secrecy, Barsana- birthplace of Goddess Radha and Dau-G - a 5000 year old temple presided by Lord Balarama, the elder sibling of Lord Krishna. To ensure a safe yet delightful celebration, all tours are accompanied by the Companies' experienced tour managers.

Thomas Cook and SOTC have incorporated exceptional experiences that showcase this unique festival: a pilgrimage to Radha Krishna's Brij Bhoomi, world renowned Holi celebrations at Huranga, Lathmar - a ritual play of village women beating up men with long sticks in Nandgaon, Ladoo Mar where Holi revellers throng the Radharani Temple at Barsana and pelt each other with sweets and colour, ceremonies at the revered Banke Bihare temple in Vrindavan, traditional folk songs in Braj language at Barsana recalling Krishna's playfulness, and more. Food lovers get to indulge in local delicacies like the famous mathura ka peda, makhan mishri, ghewar, rabri, hing kachori, jalebi and Holi favourites including thandai, gujiya, malpua, bhang pakora, and more.

Holi Special Tours:

- **Holi in Radha Krishna's Brij** : 5 days tour to Barsana, Nandgaon, Gokul and Dau-G at Rs. 39,200.00



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- **Brij Ki Holi in Vrindavan Barsana:** 5 days to Barsana, Nandgaon, Mathura and Dau-G at Rs. 46,500.00
- **Celebrate Holi in Mathura & Vrindavan:** 8 days to Barsana, Nandgaon, Mathura, Gokul and Dau-G at Rs. 60,600.00

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *“Holi is one of the most anticipated festivals of India and through our Holi Special Tours we want Indians to rediscover the wealth of India’s spirituality and heritage. We have thoughtfully selected locales like Barsana, Nandgaon, Mathura, Gokul and Dau-G centred around the life and times of Lord Krishna - incorporating elements of colour, culture, cuisine and spirituality. As Holi falls on a Friday, Indians get to benefit from an extended weekend as they walk in the footsteps of Lord Krishna. Food enthusiasts also get an opportunity to savour authentic local delicacies and specialities that the festival is famous for.*

Additionally, to restore customer confidence in travel, our “Assured” Safe TravelProgram - developed in association with Apollo Clinics, ensures best in class travel safety protocols covering every distribution, delivery and partner touch point in the travel ecosystem. “TravShield” an upgraded safety commitment of only vaccinated staff and co-passengers among many other precautions, ensure traveller safety in the pandemic era.”

Mr. Daniel D’souza, President & Country Head, SOTC Travel said, *“Holi symbolises the triumph of good over evil and creates a perfect opportunity to embark on a spiritual journey - in the most distinctive and delightful way. Our itineraries are designed to trace the iconic journey of Lord Krishna and the most important aspects of his life. Our products aim to target families, millennials/young professionals, group of friends and solo travellers and offer the best of each destination, with an engaging and immersive experience for every traveller segment.*

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.”

Click here for details:

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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, Visa and Passport services. 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, Travel Circle International Limited (TCI 勝景遊), 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 25 countries across 5 continents



TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021, 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 Travel Awards 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019, 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) 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 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

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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 is a step-down subsidiary of Fairfax Financial Holdings 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 millions 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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