

Targeting the surge in demand for spiritual tourism Thomas Cook and SOTC partner with Uttarakhand Tourism Development Board Launch unique aerial yatras to Dev Bhoomi (Adi Kailash and Om Parvath)

- 5 days tour covering the second abode of Lord Shiva and Parvati
- Two helicopter darshans to Adi Kailash and Om Parvath
- ATV (All-Terrain Vehicle) for convenient journey to Parvati Sarovar (mandir)
- All meals included – vegetarian
- Exclusive discount in partnership with Uttarakhand Tourism Development Board

Mumbai, April 10, 2024: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have partnered with the Uttarakhand Tourism Development Board to launch special aerial darshans to Adi Kailash & Om Parvat (Dev Bhoomi). This unique 5 day spiritual helicopter tour has been launched at an attractive price of Rs. 90,000.00 – subsidized by Uttarakhand Tourism Development Board (UTDB).

Thomas Cook and SOTC's data indicates a significant demand of 100% YoY for Spiritual Tourism. While, pilgrimage tours to Adi Kailash/Vyas Valley have always been of strong appeal to Indians, the limited seasonality and tough terrain have posed numerous challenges. Hence, the Companies' unique aerial darshans via helicopter will usher in increased accessibility and open up the spiritual sector in the country.

This spiritual sojourn promises travellers a once-in-a-lifetime experience to offer darshans at the sacred Dev Bhoomi and from an unparalleled aerial perspective. The journey covers transportation via helicopter and ATV (All-Terrain Vehicle) to ensure convenience and comfort of pilgrims.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, at Thomas Cook (India) Limited said, *"We are honoured to partner with Uttarakhand Tourism Development Board to introduce exceptional aerial tours to Adi Kailash & Om Parvath, offering our customers an enriching spiritual experience. Our aim is to redefine spiritual tourism in India, by unveiling hidden gems /sacred sites while also ensuring accessibility."*

Daniel D'Souza, President & Country Head - Holidays, SOTC Travel, said, *"Over our history of 75 years, we are delighted to witness a resurgence in spiritual tourism - not just from India seniors, but also from families, Young India's millennial and Gen Z. Our partnership with the Uttarakhand Tourism Development Board to launch aerial tours to Dev Bhoomi (Vyas Valley) offers both - helicopter and temple darshans, also ATV transportation across mountainous terrain. The pricing has been subsidized in partnership with UTDB to ensure affordability for our Indian consumers."*

**T&C Apply*

For further details click here:

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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 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, Digipho 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 Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, 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 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; 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 programs and bank facilities of TCIL - 'CRISIL AA- / Stable' 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, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. 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 (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

Travel Corporation (India) Limited

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), 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.

DEI Holdings Limited

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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