



A FAIRFAX Company

Thomas Cook India & SOTC Travel introduce innovative “Ultra Flexible” European holidays Choice, convenience and ultra flexibility at unbeatable pricing

- 8 days Europe at Rs.99,000.00 per person: 5 days in Switzerland + choose 3 days in France, Italy or Austria - FREE!
- Daily departures planned
- No limitations of minimum or maximum number of travellers
- Relaxed Sightseeing – no fixed timings, plan the day at your pace/ease
- Re-assurance: Thomas Cook & SOTC Representative on-ground at each destination to guide-assist
- Limited Time offer: valid till March 25, 2022

Mumbai, 14 March, 2022: The recent announcement on reopening of India's scheduled flights has resulted in a surge of positive consumer sentiment. Post a wait of over two years, Indians are now longing to travel the world. To leverage this strong pent up demand and help customers plan their much awaited summer holidays, Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have introduced “Ultra Flexible” holidays that offers flexibility, choice and convenience at unbeatable pricing. The 8 day tour features 5 days in Switzerland with the flexibility of choosing 3 days in either France, Italy or Austria – free! “Ultra Flexible” holidays comes without the restrictions of either minimum number of co-travellers, fixed dates, airlines or fixed timings for sightseeing, hence making it completely flexible.

Thomas Cook and SOTC's internal data-consumer insights reveal that with the constant changes brought on by the pandemic, flexibility is a key traveller need. Hence to offer its customers the power of choice and much-needed flexibility, the Companies have introduced unique “Ultra Flexible” holidays – at a truly unbelievable price of Rs.99,000.00. Basis customer demand, Switzerland has been selected as the prime destination, with customers getting to choose their second European destination from 3 favourites: France, Italy or Austria – free of cost!

Added advantages are manifold: Customers are empowered with choice – to depart on any date, travel with a companion or a small group of friends or their family and add on their choice of airline from their city of residence. To ensure maximum flexibility, only breakfast has been included, giving customers the option of experiencing the local cuisine or an Indian meal (with the convenience of pre-purchasing meal supplements at special pricing). Sightseeing has been kept easy-paced with no fixed-timings, and incorporates delightful inclusions like premium mountain excursions, scenic train journeys, the Swiss Travel Pass, and more.

To build confidence in travel, Thomas Cook and SOTC's “Ultra Flexible” holidays comes with the reassurance of the Company's local representatives in Europe.

Ultra Flexible holidays: 8 Days Europe at Rs. 99,000.00 per person*

- 5 days in Switzerland plus the flexibility/choice of 3 additional days in France, Italy/ Austria – Free!
- Premium hotels; Breakfast Included
- Sightseeing at leisure – ensuring a relaxed holiday
- Swiss Pass valid for 3 days
- Paris famous hop-on/hop-off (to see the city at an easy pace)
- Premium mountain excursions



- Scenic internal train journeys
- Visa & Insurance
- Experienced local representative on ground – for added reassurance

To strengthen customer confidence in travel, Thomas Cook & SOTC's "**TravShield**" is India's only safety commitment – with only vaccinated staff and co-passengers among many other precautions, building on their "**Assured**" travel safety protocols - developed in association with Apollo Clinics.

TravShield&Assured together, ensure best in class safety and protection for travellers in the post Covid era, covering every distribution, delivery and partner touch point in the travel ecosystem.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said "*The genesis of this innovative product was the growing consumer need for flexibility/choice. Our "Ultra Flexible" holidays hence ushers in complete flexibility - a very attractive proposition of an 8 day Europe holiday for just Rs.99,000.00. With 5 days in scenic Switzerland as the hub, customers are offered a choice of 3 additional days in France, Italy or Austria, making it a full 8 day itinerary.*

He added, "*With premium hotels and exclusive mountain excursions, our "Ultra Flexible" holidays are easy-paced as we have chosen highly flexible inclusions like hop-on-hop off city tours, the Swiss Travel Pass and have included merely breakfast – allowing customers the flexibility of selecting their dining preferences (local cuisine/Indian) as per their choice. We've removed all the restrictions that would typically come with such tours – to ensure complete flexibility: so no fixed departure dates or fixed departure cities, no minimum number of co-travellers and no fixed airline! This is an unbelievable offer and we look forward to our customers booking by March 25th to avail of the amazing benefits.*"

Mr. Daniel D'Souza, President & Country Head - Holidays, SOTC Travel, said "*The pandemic has ushered in new and changed consumer behaviours and flexibility has emerged a key traveller demand. Hence to delight our customers, we have curated "Ultra Flexible" holidays that comes at an unbeatable price. The tour has been thoughtfully designed by our holiday experts and features our traveller favourite of Switzerland as the key destination, with the flexibility and choice of adding on France, Italy or Austria basis their preference – free of cost!*

With reopening of India's skies, we want our customers to enjoy a very special summer vacation either as a solo traveller, as a couple or with their family and friends.

This is my personal invite to our customers to make the most of this limited time offer and book their long awaited European vacation – on our "Ultra Flexible" holidays."

"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:

[Thomas Cook](#)
[SOTC](#)

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, 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 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.

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, PremWatsa, 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 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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