

Thomas Cook (India) Limited

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N. M. Joshi Marg, Lower Parel (East),
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Board No.: +91-22-4242 7000
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December 12, 2025

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
Fax No.: 2272 2037/39/41/61

The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051
Scrip Code: THOMASCOOK
Fax No.: 2659 8237/38

Dear Sir/ Madam,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated December 12, 2025 titled, "Thomas Cook India launches innovative marketing campaign using TACY – AI-generated digital avatar as brand ambassador and travel assistant".

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

Registered & Corporate Office:

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.
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www.thomascook.in

Thomas Cook India launches innovative marketing campaign using TACY – AI-generated digital avatar as brand ambassador and travel assistant TACY is the digital avatar of the gen-AI chatbot that assists customers with expert guidance and holiday planning on www.thomascook.in

Mumbai, December 12, 2025: Thomas Cook (India) Limited, India's leading omnichannel travel services company has announced the launch of TACY as its digital brand ambassador and its personified AI-powered holiday travel assistant, underscoring its commitment to pioneering innovation in the travel sector. This strategic introduction represents a significant advancement in customer engagement, offering immersive, conversational experiences that seamlessly integrate technology with travel.

Positioned as the digital face of Thomas Cook India's product portfolio, TACY makes her debut with the early launch of the company's flagship Europe Summer 2026 offering, heralding a new era of AI-driven engagement that will progressively extend across other destinations. The portfolio features 1,000+ guaranteed departures, 15+ value-led holidays, and curated itineraries across Western Europe, Eastern Europe, the Mediterranean and Scandinavia, catering to diverse segments including families, couples, and groups.

As part of this rollout, Thomas Cook India has created a range of AI-generated videos covering Europe featuring TACY — designed to inspire travel, highlight brand and product USPs, and guide customers through the decision-making process. Beyond personifying the avatar and producing engaging video content, the Company is leveraging traditional media in innovative ways for a digital-first audience, including QR codes that seamlessly direct viewers to the website and videos. This initiative reinforces Thomas Cook India's innovation-led approach to engagement, blending technology, storytelling and personalization to connect with travellers like never before.

Mr. Abraham Alapatt - President & Group Head - Marketing, Service Quality, Value Added Services & Innovation at Thomas Cook (India) Limited, added, *"India is among the fastest growing digital economies in the world, with one of the youngest and most dynamic traveller demographics. Our customers are digital-first, curious, and expect interactive engagement that goes beyond traditional marketing. With TACY, we are pioneering a new era of marketing innovation — creating immersive, conversational experiences that resonate with new-age travellers. This initiative is perfectly timed with the launch of our flagship Europe Summer 2026 portfolio and extending to other destinations, enabling us to connect with customers in a way that is intuitive, engaging and future-ready."*

Watch on YouTube: [Europe Extravaganza](#), [Swiss-French Magic](#), [Russia](#), [Greece](#)

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 28 countries across 5 continents.

TCIL has been felicitated with MICE Powerhouse at MaxiiiMICE Awards 2025, Outbound Travel Operator of the Year (2024) and MICE Travel Operator of the Year (2024 & 2023) at The Economic Times Travel & Tourism Annual Awards, MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 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 at the SATTE Awards, IAMA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022.

CRISIL has upgraded 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. The highest rating for a travel & tourism company in India.

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 Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with over 55 resorts, hotels and retreats across 48 locations in India covering 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.

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 over 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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