

Thomas Cook (India) Limited

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March 20, 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 March 20, 2025 titled, “Thomas Cook India and SOTC partner with Tourism New Zealand to bring Minecraft’s gaming adventure to life”.

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

Thomas Cook India and SOTC partner with Tourism New Zealand to bring Minecraft's gaming adventure to life

Aims at inspiring Young India to explore New Zealand's diverse locales and exciting experiences

Mumbai, March 20, 2025: Thomas Cook (India) Limited - India's leading omnichannel travel services company and its Group Company, SOTC Travel, have been selected by Tourism New Zealand to showcase the destination in a fresh, exciting "gaming" format. The joint marketing campaign has been timed perfectly with the launch of the upcoming "A Minecraft Movie", shot in New Zealand (in partnership with Warner Bros. Pictures and Mojang Studios) to create a world-first destination Minecraft DLC (downloadable content), inviting users to 'play' New Zealand in game mode.

With undeniable global appeal and over 300 million copies sold, Minecraft is the best-selling video game of all time. The innovative joint-marketing collaboration with Tourism New Zealand intends to inspire Thomas Cook & SOTC's powerful young India consumer base who actively engage with Minecraft. The campaign creatives offer a teaser of the game, set against vibrant backdrops and experiences in New Zealand, including Waitomo Caves (Waikato), Rotorua (Bay of Plenty), Kapiti Island (Wellington), Abel Tasman (Nelson/Tasman), Tekapo (Mackenzie) and Doubtful Sound (Fiordland).

This unique initiative intends to make young Indians the protagonist of their travel story - inspiring them to recreate their Minecraft experience via a real-life adventure trip to New Zealand. To ensure quick transition from gaming to booking, Thomas Cook India and SOTC have curated a range of exciting and fun Minecraft itineraries, designed around experiences featured in the Minecraft Aotearoa New Zealand DLC - from paddling a waka/canoe in Abel Tasman, visiting glowworm caves in Waitomo, or stargazing in Tekapo, and more. The Thomas Cook & SOTC immersive product portfolio blends adventure with culture, allowing users to engage with New Zealand's Māori heritage and breathtaking vistas while indulging in amazing outdoor exploration. What sets this partnership apart is the seamless transition from the virtual world to real-life travel discovery.

René de Monchy, Tourism New Zealand Chief Executive hopes the initiative will inspire people to convert pixels into plane tickets and come and 'play' New Zealand for real. *"This is our chance to invite Indian travellers to play Aotearoa New Zealand and show just how much fun people can have here. We want to give people an immersive taste of what New Zealand has to offer and our marketing collaboration with Thomas Cook and SOTC Travel intends to highlight this,"* says Mr de Monchy.

Abraham Alapatt, President and Group head – Marketing, Service Quality, Value-added services and Innovation at Thomas Cook India and SOTC Travel said, *"We are excited to be selected as travel partners in this exciting collaboration with New Zealand Tourism. India's young, dynamic demographic is engaging with travel in new ways, and leveraging gaming offers a unique opportunity to connect. With the Minecraft DLC set against New Zealand's landscapes, our campaign intends to inspire travel - by converting their digital journey into a real-world adventure and experiencing New Zealand firsthand."*

He added, *"This collaboration aligns with our vision to offer innovative travel solutions that resonate with India's digital natives, seamlessly moving from pixels to places!"*

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, Digiphoto 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 Outbound Travel Operator of the Year and MICE Travel Operator of the Year and at The Economic Times Travel & Tourism Annual Awards 2024, 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, 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, IAMA 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- / Positive' 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 engaged in property and casualty insurance and reinsurance and 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:

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 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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