

Thomas Cook (India) Limited

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September 22, 2026

The Manager,
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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,
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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 September 22, 2026 titled, "World Tourism Day: From Experience-First Holidays to Tap-and-Pay Travel, Behaviours Shaping the New Indian Traveller".

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:

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World Tourism Day: From Experience-First Holidays to Tap-and-Pay Travel, Behaviours Shaping the New Indian Traveller

Mumbai, September 22, 2026: The Indian traveller is changing how they discover, plan and experience holidays, with experiences, events, digital content and convenience increasingly influencing travel choices. This shift comes as digitalization and Artificial Intelligence reshape tourism, enabling more personalized discovery, planning, booking and payments. As the world marks World Tourism Day 2026 under the theme “*Digital Agenda and Artificial Intelligence to Redesign Tourism*,” these behaviours reflect how technology is becoming an integral part of the modern travel journey.

Thomas Cook (India) Limited, India’s leading omnichannel travel services company, and its Group Company, SOTC Travel, share insights into key traveller behaviours shaping the Indian travel landscape today. These include a stronger focus on experiences, greater use of digital platforms and payments, more frequent short breaks, and growing international travel from beyond the metros.

Choosing the experience, not just the destination

Holiday searches increasingly start with what travellers want to experience, rather than simply where they want to go. Wildlife safaris in Kenya, Tanzania and South Africa, culinary trails in Italy and Japan, cultural immersion in Rajasthan and Vietnam, adventure in New Zealand and Switzerland, and stargazing in Ladakh and Norway are becoming reasons to choose a destination. For premium travellers, this is extending to experiences such as expedition cruises, premium rail journeys, Grand Slam tennis, premium golf and Formula 1, where access and curation are becoming an important part of the experience.

This is also visible in spiritual travel, where destinations such as Ayodhya, Varanasi, Ujjain and Rishikesh are being explored beyond the pilgrimage itself, with travellers adding heritage, cuisine, architecture, wellness and local experiences to their itineraries. Similarly, destinations such as Bhutan, Japan, Sri Lanka and Vietnam are being explored for their distinctive mix of culture, nature, wellness and food. Digital platforms and personalised recommendations are further helping travellers discover destinations and experiences aligned with their individual interests.

Planning holidays around moments and short breaks

Travel is increasingly being planned around moments rather than only around calendars. Festivals, concerts, sporting events and major cultural occasions are becoming reasons to travel, with travellers building holidays around experiences they do not want to miss. At the same time, the traditional long annual holiday is being complemented by more frequent, shorter breaks. Long weekends, festive holidays and gaps between work commitments are being converted into domestic getaways, road trips and short-haul international holidays, creating a more distributed pattern of travel through the year.

Discovering travel through social media, OTT and AI-powered digital journeys

The journey is increasingly beginning before a traveller actively starts planning a holiday. A destination seen in an OTT series, movie, social media reel or creator recommendation can spark interest and quickly translate into a travel plan. AI is adding another layer to this discovery journey, helping travellers move from broad inspiration to more relevant destinations, experiences and itineraries based on their individual interests. The result is a travel journey that is becoming increasingly personalized from the point of discovery itself.

Going digital with forex and payments

Digitization is now extending across the entire travel journey, including how travellers manage and spend their money overseas. Thomas Cook India’s 2026 Forex Report found that 25% of customers transact through digital purchase channels, while 57% of forex-card spends is through contactless and online transactions.

The shift reflects a clear preference for greater convenience, flexibility and control, with travellers increasingly comfortable managing forex digitally and using contactless and online payments rather than relying on cash.



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Payments are therefore becoming an integral part of the seamless travel experience, rather than a separate pre-trip consideration.

Taking international travel beyond the metros

International travel is no longer a metro-led story. Tier-2 and Tier-3 cities are emerging as important growth engines for outbound travel, supported by rising disposable incomes, better connectivity and growing global aspirations. Markets such as Lucknow, Indore, Surat, Kochi, Bhubaneswar and Vijayawada are increasingly contributing to the outbound travel landscape. Importantly, travellers from these markets are moving beyond simply taking their first international holiday. They are increasingly seeking distinctive experiences from Northern Lights and Arctic cruises to wildlife safaris and multigenerational holidays while valuing the reassurance of trusted guidance and end-to-end planning. Digital access is further helping bring international travel within easier reach, while stronger air connectivity is reducing the dependence on metros as gateways.

Choosing the journey as part of the experience

The holiday is increasingly being judged by the quality of the journey as much as the destination itself. Cruises, premium rail journeys, distinctive stays, glamping and wildlife experiences are attracting travellers who want the mode of travel and the stay to be part of the holiday story, rather than simply a means to get somewhere. At the same time, practical factors such as connectivity, visa convenience and ease of access are becoming more influential in destination selection. For the new Indian traveller, the expectation is increasingly for a holiday that is distinctive at the destination and seamless across the journey.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited, said, *“Indian travellers are becoming more intentional about what they want from a holiday. The focus is moving beyond simply visiting a destination towards experiences that offer discovery, immersion and personal relevance — whether that is exploring a spiritual destination through its heritage and culture, experiencing wildlife and adventure, or choosing a premium cruise or rail journey. At the same time, technology is making it easier to discover and personalize these experiences. The opportunity for the travel industry is to bring together the right experiences with greater simplicity and relevance for each traveller.”*

Mr. S.D. Nandakumar, President & Country Head – Holidays & Corporate Tours, SOTC Travel, said, *“Technology is becoming an increasingly integral part of how Indians discover and experience travel. From social media and OTT-led inspiration to digital payments and AI-enabled recommendations, the travel journey is becoming more connected and personalized. The next phase is about using technology meaningfully — to simplify planning, provide more relevant choices and create a smoother experience across the journey. As travel participation expands across geographies and occasions, digital innovation can play an important role in making travel more accessible, intuitive and personal.”*

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, 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 ET Edge's Best Organizations for Women (BOW) 2026, 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, IMAI 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 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. 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 64.77% 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 78 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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