



**Thomas Cook, SOTC Travel, Fairfax Digital Services,  
LTIMindtree & Voicing.AI collaborate to build India's first multi-  
modal, multi-lingual, agentic voice-enabled, GenAI advisor –  
*Dhruv***

**Focus on enhancing service quality for Business Travel clients  
of Thomas Cook & SOTC Travel**

- Agentic voice AI technology: acts independently and makes recommendations
- Omnichannel: can be deployed across all major communication channels like WhatsApp, email, inbound or outbound call or chat-bots to solve customer queries
- Multimodal: trained to ingest, interpret, analyze and learn from any structured or unstructured data types such as images, text, videos, audios to require minimal integration effort from enterprises
- 24/7 availability for uninterrupted assistance to global enterprises, reduces response times by up to 60%, improving efficiency
- Emotionally aware, recognizes tone for empathetic and relevant responses
- Multilingual: supports over 20 languages including Hindi, Marathi, Tamil, Telugu, Spanish, German, Greek and Portuguese among others
- Handles complex tasks with action accuracy like offering best flight options considering multiple preference parameters

**Mumbai, February 20, 2025:** As technology continues to reshape industries, the demand for smarter, more intuitive solutions has never been greater. [Thomas Cook \(India\) Limited](#), India's leading omnichannel travel services company, and its Group Company, [SOTC Travel](#), are leading the charge in embracing artificial intelligence (AI) gearing up to launch an agentic AI platform that is designed to transform the business travel experience. Dhruv, combines the domain expertise of Thomas Cook and SOTC in the travel industry, the technological prowess of [LTIMindtree](#), powered by [Voicing.AI](#) and brought together by the global innovation capabilities of Fairfax Digital Services (a Fairfax company).

**Dhruv** harnesses cutting-edge AI-driven technologies and Large Language Models (LLMs) to address the rapidly growing and evolving needs of India's business travel sector. Industry data reveals that the Business Travel sector is witnessing exponential growth in India: expected to grow to \$20 billion by 2030, doubling from its current value of over \$10.6 billion\*. Simultaneously the increasing complexities of business travel requirements, demand for speed and efficiencies-scale are creating a significant challenge. To address this growing gap-opportunity, Thomas Cook and SOTC's **Dhruv** is a next-generation platform engineered to deliver a seamless and intelligent customer experience in India's business travel segment - by enabling faster, more accurate and highly personalized interactions through generative AI technology.

**Dhruv** leveraging AI intelligence, it seamlessly orchestrates CRMs, booking management systems, and databases. The platform has been developed by AI experts using purpose-built, industry-specific Large Language Models (LLMs), empowering businesses to simplify complex travel processes, ensuring effortless management of bookings, cancellations, itinerary modifications and more—all through an intuitive, real-time interface.

\*Corporate travel set to grow at 10.1% CAGR to \$20.8 billion by FY30: Deloitte report - [The Economic Times](#)

### **Key features and benefits of Dhruv:**

1. **Scalable, Multi-lingual and Multi-modal:** The voice AI agents support multiple languages and are tailored to India's diverse linguistic needs. Extended capabilities to chat, message and email
2. **Sentiment Analysis:** With advanced tone recognition, it ensures empathetic and relevant responses to every query
3. **Round-the-Clock Support:** AI voice agents operate 24/7, ensuring uninterrupted customer assistance
4. **Seamless Handover:** For complex requests, the platform transfers seamlessly to human agents without disrupting workflows
5. **Accelerated Resolutions:** Generative AI-driven systems reduce resolution times by up to 60% while cutting transfer rates nearly in half
6. **Significant Value Creation:** The platform contributes to the rapidly growing generative AI market, estimated to generate over \$300 billion globally

**Madhavan Menon, Executive Chairman of Thomas Cook (India) Limited** said, *"Innovation and customer-centricity are at the core of everything we do at the Thomas Cook India Group. Reiterating our pursuit of driving transformative change through technology, we are proud to announce our collaboration with LTIMindtree and Voicing.AI to build the first agentic voice-enabled, generative-AI voice solution that reimagines business travel by integrating cutting-edge technology with human empathy. Dhruv underscores our commitment to investing continually in technology to deliver meaningful solutions that empower us to achieve operational excellence and efficiencies, while ensuring exceptional customer experience."*

*"Innovation distinguishes between a leader and a follower,"* said **Sanjay Tugnait, President & CEO, Fairfax Digital Services (A Fairfax Company)**. *"Dhruv, is quite literally The North Star of innovation in digital client experiences, that is planned to deliver transformative business benefits by enhancing customer engagement, streamlining operations, and providing seamless 24/7 support. Designed for efficiency and scalability, Dhruv will empower businesses to deliver hyper-personalized, empathetic, and data-rich experiences."*

*By harnessing advanced Large Language Models, agentic AI, and generative AI, Dhruv will combine multi-lingual, multi-modal capabilities with real-time sentiment analysis to redefine corporate travel and customer interactions. At Fairfax Digital Services, we are proud to collaborate with Thomas Cook India, SOTC Travel, LTIMindtree, and Voicing.AI to create a new global standard for AI-powered digital enterprise solutions that create meaningful value for businesses and their customers."*

**Venu Lambu, CEO (Designate) of LTIMindtree** said, *"Dhruv will be an agentic AI driven interface that is human-like and acts seamlessly with customers and booking systems, to plan actions, make decisions and handle specific user-defined queries in real-time. We are confident that this offering, powered by Voicing.AI, when it is rolled out, will revolutionize business travel for customers across the globe. We are proud to be a key enabler and partner with Thomas Cook India, SOTC Travel and Fairfax Digital Services in designing and making this industry leading innovation a reality."*



**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, Digi photo 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 top awards at the Economic Times Travel & Tourism Annual Awards (2023 to 2024), Economic Times MICE & Wedding Tourism Awards 2024, India Risk Management Awards 2024 & 2019, SATTE 2024, India Travel Awards North 2023, Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 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, International Data Corporation's (IDC) Industry Innovation Awards 2021, TTG Travel Awards 2019, Times Travel Awards 2019 & 2018, Asia Sustainability Reporting Awards 2019-2021.

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](http://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.



**About LTIMindtree:** A global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 86,000+ talented and entrepreneurial professionals across more than 40 countries, LTIMindtree — a Larsen & Toubro Group company — solves the most complex business challenges and delivers transformation at scale.

For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com)

**About Voicing.AI:** Voicing.AI provides codeless infrastructure for enterprises to build and scale human-like AI voice agents to maximize productivity & business outcomes, with top-tier trust and safety protocols for a Responsible AI. Voicing AI helps enterprises progress with every customer interaction: Sales & Marketing, supercharge your conversion rate by up to 8x by instantly calling inbound leads as soon as they engage with you; Customer Success: enhance your customer care experience by instantly reaching out to customers the moment they request assistance; Listen to Users: improve your feedback collection by instantly reaching out to your users at any interaction.

[For more information, please visit https://www.voicing.ai/.](https://www.voicing.ai/)

**Media Enquiries:**

Thomas Cook India: Suzanne Pereira | +91 98202 97665 | [suzanne.pereira@thomascook.in](mailto:suzanne.pereira@thomascook.in)

Shourya Rawool | +91 9619745154 | [shourya.rawool@thomascook.in](mailto:shourya.rawool@thomascook.in)

SOTC Travel: Ancy Johnas | +91 7678042720 | [ancy.johnas@sotc.in](mailto:ancy.johnas@sotc.in)

LTIMindtree: Shambhavi Revandkar | +91 9769509545 | [shambhavi.revandkar@ltimindtree.com](mailto:shambhavi.revandkar@ltimindtree.com)

Voicing AI: Anurag Sharma | +91 7975487397 | [anurag@voicing.ai](mailto:anurag@voicing.ai)