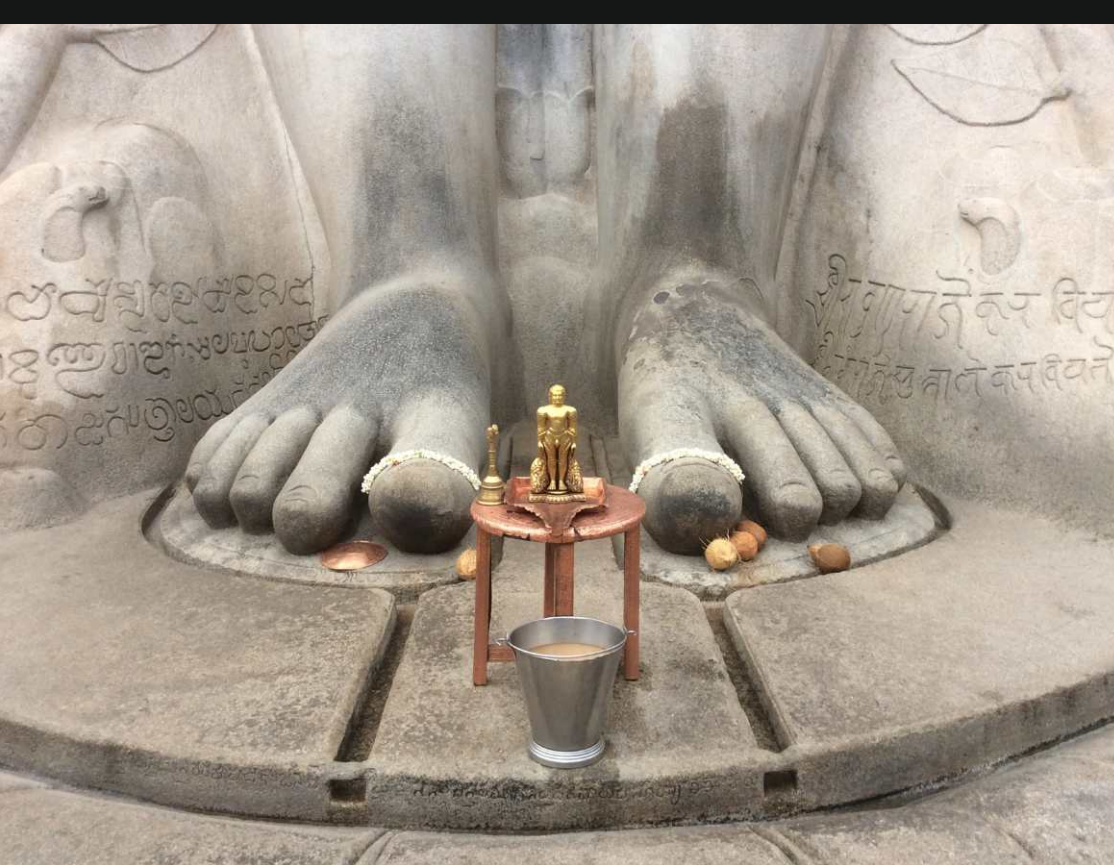


# Company Profile

Most Awarded Travel Company in India



## Vision and Mission

Sita is positioned as a reliable partner known for quality, destination knowledge and expertise in destination management, servicing a diverse and global client portfolio, offering tailor-made, groups, MICE and charter (beach) products. Sita's vision is to grow with a well-diversified business portfolio, creating new trends and being innovative, whilst demonstrating a commitment to sustainability and social responsibility. Sita aims for the best quality products and services and high customer and employee satisfaction combined with healthy growth and sustainable profitability.

## The World of Sita

Sita is a step-down subsidiary of Fairfax Financial Holdings Group, Canada; held through Thomas Cook (India) Limited.

In existence for over 53 years, Sita offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka, each supported by dedicated market teams with 450 experienced professionals across 19 offices.; the company offers a unique consultative approach, warm personalised service and above all, the execution of creative ideas that reveal each destination's authentic character. Our professionals have a passion for their locale and the willingness to always go the extra mile. Sita has received many awards and recognition as a top achiever in the industry.

The Sita difference can be seen in everything we offer, a strong region-wide infrastructure, expert ground operations, best guide panel to deliver authentic, highly creative destination experience and the ability to obtain preferred rates and conditions while continuously educating suppliers on clients' needs, quality controls to ensure delivery as promised.

## Corporate Responsibility

To Sita, Corporate Responsibility is an integral part of its core business activity and the moral attitude that it brings to its activities. Sita aims at minimizing the adverse impacts of tourist travel and maximizing its positive effects. The Company works with a non-profit organization, Literacy India with the objective of empowering underprivileged children and women. Sita also supports an initiative of Child Protection in the tourism industry and is a signatory to The Code for Protection of Children from Sexual Exploitation in Travel and Tourism.

Sita is the first Indian DMC to Receive CSR Committed Seal from TourCert. TourCert is a private German, non-governmental and not-for-profit organisation which awards the CSR Committed Seal for Sustainability and Corporate Responsibility in tourism.

**TourCert Check**  
committed to responsible tourism

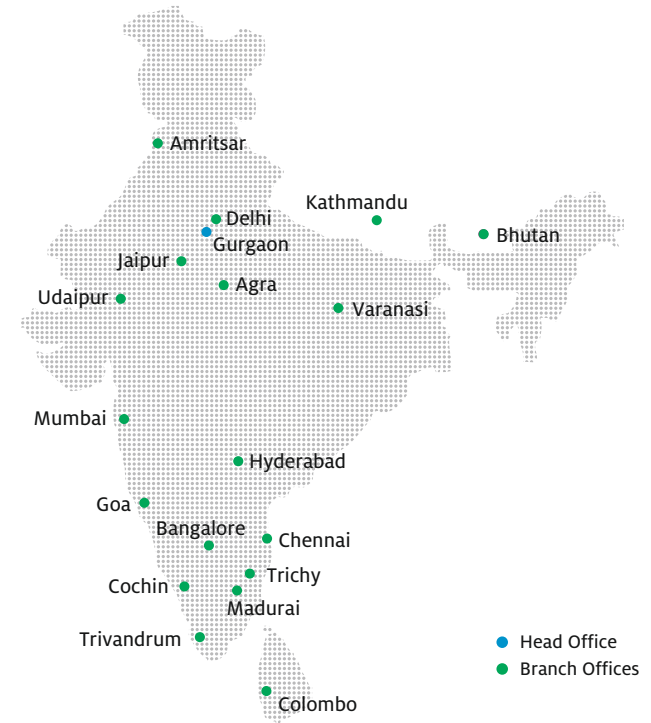




## Our People

Our professionals share an absolute passion for the destination. Collectively, the Sita team represents 21 Indian states, speaking 26 Indian languages and 9 foreign languages, represented by most faiths of religion. Their extensive local knowledge and experience is second to none, with as much as 25 years of experience in the travel industry. The company has dedicated 'Market Specialists' who have deep understanding of the needs of a particular market and its people.

## Our Network

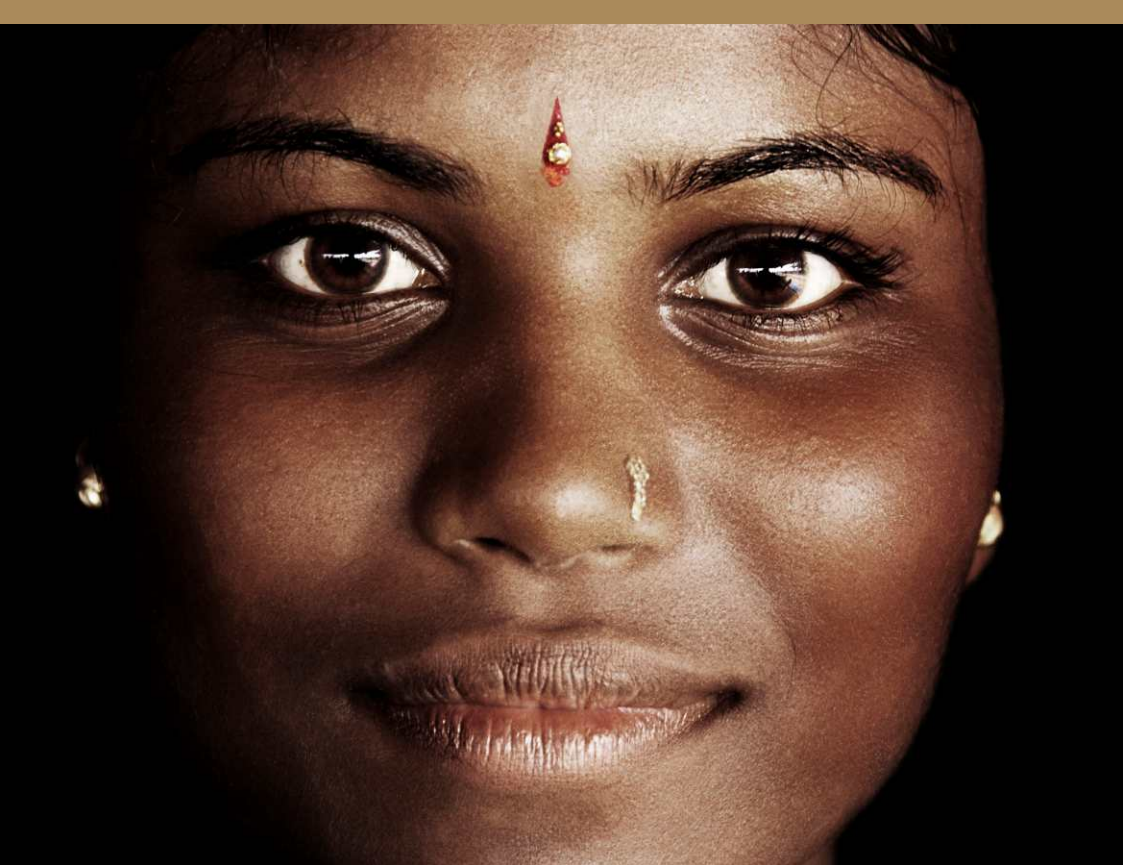


### Overseas Sales Offices

Brazil • France • Germany • Hungary • Italy • Portugal • Russia • Spain • USA • Sweden

## Get Inspired - Explore

The Destination Knowledge Centre (DKC), first of its kind in the travel industry, was formed with a couple of internal travel specialists on board from within the Company. The DKC with extensive local know how and expertise designs a selection of programmes that helps travellers explore the surroundings with the help of local destination specialists who we call "Friends of Sita" who are not necessarily from the trade. A dedicated member of the team travels almost every month of the year covering thousands of miles across the country in search of compelling stories and to connect with local experts. This selection of programmes featuring out-of-the-ordinary tours is known as Explore.



## Our Value Proposition

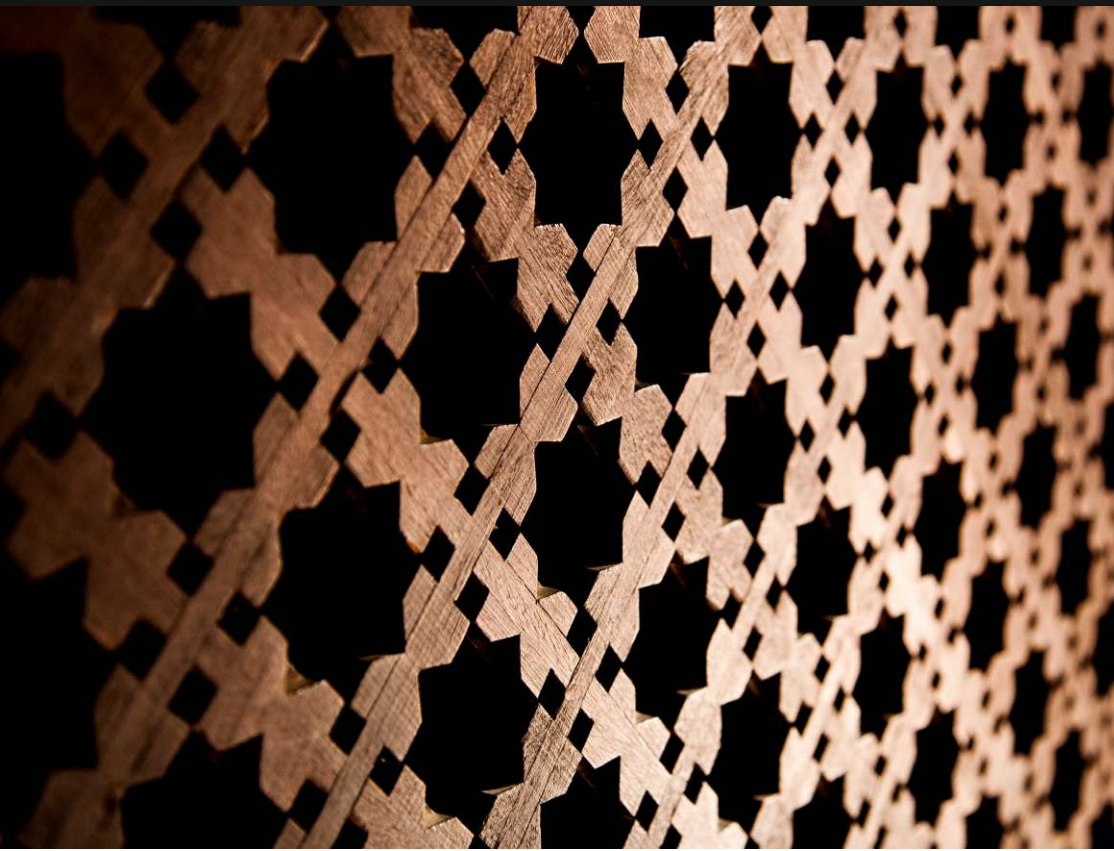
- A 53 year old legacy with knowledge, experience and destination expertise.
- Assistance to help you build and make the best product selection in the sub-continent.
- Sita's long standing relationship with hotels, delivering the highest number of room nights, ensures that we enjoy preferred rates and allocations.
- A full range of product options - document packs, meet and assist services at all major airports and railway stations in the sub-continent.
- Truly authentic and sustainable travel experience through the Destination Knowledge Centre.
- Upto twenty four hours turn around time on standard requests.
- Comprehensive assistance with your brochure, a well written copy, high resolution images and supplier coordination.
- 24 x 7 assistance available nationwide.
- Public Liability Insurance.
- Regular updates on existing or new product options, destination update and special offers.

## Recognitions

Sita has to its credit several awards that recognize its commitment towards travel, sustainability and social consciousness. The company has received:

- National Tourism Award for Excellence and Highest Foreign Exchange Earnings - 24 times
- National tourism Award for Responsible Tourism - 2 times; Empowerment of Women and Human Rights Impact Assessment.
- World Travel Awards - World's Leading Destination Management Company - 2010, 2011, 2012, 2013 & 2014
- PATA 2012 Gold Award- Marketing Media for E-Newsletter- Art Of Travel
- Taj Hotels awards Sita for Highest Revenue Contribution 2009-12
- Express Travel World Award-Best Inbound Tour Operator -2003 onwards
- CNBC AWAAZ Travel Award 2011 for 'Innovation Work in Marketing India as Travel & Tourism Destination & in 2012 & 2013 for Best Inbound Tour Operator.





## Management



Dipak Deva  
Managing Director



Vineet Mahendru  
COO Leisure



Neeraj Bhatt  
Head Operations &  
Business Development



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