

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

A FAIRFAX Company



29th January, 2020

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 500413

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.: 2272 2037/39/41/61

Fax No.: 2659 8237/38

Dear Sir/ Madam,

Ref: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Sub: Press Release

We are enclosing herewith the Press Release dated January 29, 2020 titled: *"Thomas Cook India observes strong demand for domestic tourism, Launches #BingeOnBharat campaign to leverage growth - Supports Government's initiative to bring domestic tourism to the forefront."*

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) Ltd.

A Wing, 11th Floor, Marathon Futurex

N. M. Joshi Marg, Lower Parel

Mumbai - 400 013

Board No.: +91-22-4242 7000

Fax No.: +91-22-2302 2864



News Release

Thomas Cook India observes strong demand for domestic tourism, Launches #BingeOnBharat campaign to leverage growth

Supports Government's initiative to bring domestic tourism to the forefront

Mumbai, January 29, 2020: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, spearheads the government's domestic tourism agenda, by launching its unique **#BingeOnBharat** campaign- offering Indians the benefit of 15 domestic holidays in 2020 at a truly affordable price of merely Rs 1.5 lakhs per person*. This initiative aims to give impetus to the recent announcement of the Ministry of Tourism, rewarding Indians who travel to 15 domestic destinations in the year.

Thomas Cook India's Travel Trends Report 2020 reveals that the 21 extended/long weekends this year creates significant opportunity for multiple 'micro-cations' within India. With an aim to catalyse this domestic tourism growth engine, the company's BingeOnBharat campaign, aims to foster a movement to acquaint Indians with the diversity of their country –its history, culture, cuisine and scenic beauty.

The range of 15 destinations included at a special price of Rs. 1.5 lakhs per person* includes:

1. **Sikkim** – Glimpses of Eastern Himalayas
2. **Taj Mahal** (Agra) – The ultimate emblem of love – a UNESCO world Heritage Site
3. **Forts and Monuments of Rajasthan** (Jaipur, Jodhpur, Ajmer) - Experience a rich cultural heritage
4. **Statue of Unity** (Gujarat) - The largest monolithic statue of India
5. **Khajuraho (Madhya Pradesh)** - Finest sculptures from the past – UNESCO World Heritage Site
6. **Rishikesh** (Uttarakhand) - The Yoga capital of the world
7. **Ladakh** – An adventure to Nubra Valley, Tso Moriri, Pangong and more
8. **Jim Corbett National Park** (Uttarakhand) - Tigers which attracted the Man vs. Wild Show
9. **Konark Sun Temple** (Odisha) - 13th Century Sun Temple – UNESCO World Heritage Site
10. **Temples & Ganga Ghat of Varanasi** (Uttar Pradesh) – said to be the world's oldest City
11. **Kaziranga National Park** (Assam) - Witness the one horned Rhino
12. **Gulmarg** (Kashmir) - Paradise on Earth
13. **Valley of flowers** (Uttarakhand) - Indian national park, home to millions of flowers
14. **Khajjiar** (Himachal Pradesh) - Mini Switzerland of India
15. **Backwaters of Kerala** – Enjoy the serene lakes, canals and lagoons in God's own Country

Details available on <https://www.thomascook.in/campaigns/binge-on-bharat-tour-packages>

Thomas Cook India also offers customers the option to book the 15 holiday packages individually.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd., said, "Our country offers a delightful diversity of culture, cuisine, landscapes and architecture. In support of the Ministry of Tourism's domestic focus, we are delighted to launch our #BingeOnBharat campaign. And to make domestic holidays affordable for Indians, our campaign offers 15 tourism hotspots in India at a truly attractive price of merely Rs. 1.5 lakh*."

**Terms and conditions apply*

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About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Ltd. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Insurance, Visa and Passport services and E-Business. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied T Pro, Australian Tours Management, Desert Adventures, Luxe Asia, Kuoni Hong Kong, Sterling Holiday Resorts Limited, TC Forex, Distant Frontiers, TC Tours, TC Visa, Travel Circle International Limited, Ithaka, Digiphotography Entertainment Imaging (DEI), 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 29 countries across 5 continents, a team of over 9700 and a combined revenue in excess of Rs. 6718.7 Cr. (over \$ 0.96 Bn.) for the financial year ended March 31, 2019.

TCIL has been felicitated with **The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2018 & 2019 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management Awards 2018, Best Outbound Tour Operator at the SATTE awards 2019, Excellence in Domestic Tour Operations at the SATTE Awards 2018, Best Travel Entrepreneur of The Year at TTG Travel Awards 2017, The French Ambassador's Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.**

CRISIL has reaffirmed the rating on debt programmes and bank facilities of Thomas Cook (India) Ltd at '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.

For more information, please visit www.thomascook.in

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

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 investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, 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) Ltd.: Sterling Holiday Resorts Limited, wholly owned subsidiary of TCIL is engaged in time share and resort business.

SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation India (TCI), a brand owned by TCIL through its wholly owned subsidiary company, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

Thomas Cook India Group holds a 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

For more information, visit:

Quess Corp Limited: <http://www.uesscorp.com>

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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