

## Cox and Kings' 'Grab Your Dream' receives PATA Gold award

**Mumbai, 27th July, 2015:** Cox & Kings Ltd., the leading holidays and education travel group with operations in 23 countries across continents, has won The Pacific Asia Travel Association (PATA) Gold Award 2015 for its entry 'Grab Your Dream' in the Marketing—Adventure Travel Category. The awards ceremony takes place at the Bangalore International Exhibition Centre (BIEC) on September 8, 2015 during the PATA Travel Mart 2015.

Cox and Kings pioneered the concept 'Grab Your Dream' in order to establish Adventure Plus as a new category. The product Adventure Plus was launched with an online contest, where we used social media to draw in maximum number of entries. The contest reached out to around 8.5 million people overall using different social media platforms like Twitter, Facebook, YouTube and an interactive website. A total of 12,000 entries were shortlisted for the contest. The winners were thereafter sent on an all-expense paid holiday.

Commenting on the achievement, **Mr. Karan Anand, Head, Relationship, Cox and Kings** said, "Receiving the award from an internationally acclaimed organisation like PATA is a great honour. It was for the first time in India that a travel company successfully engaged with contestants on an online platform and helped build the Grab Your Dream Brand."

'Grab Your Dream' built a content network connecting stories and conversations thus building the brand and engaging people around the web. Cox & Kings' social channels hosted travel stories and blogs. Even snaps were updated on a real time basis by the 12 ambassadors selected as winners.

The contest is divided into 4 seasons and the objective of the contest is to look for 50 Travel Adventurers who can represent Cox & Kings and Ezeego1 as travel ambassadors. The ambassadors are chosen on the basis of their submissions, a personal interview and the number of votes they get on their submissions. 12 winners are picked per season and each of them gets the chance to travel on an all-expenses-paid holiday to some of the most exciting places on earth.

"Grab Your Dream has become an aspiration in itself for several young travellers. The enormous response that we have been receiving since its conception has built the foundation for several more travel adventures in the future and many more dreams to be grabbed", concluded Mr. Anand.

### **ABOUT COX AND KINGS LTD: (BSE: 533144 | NSE: COX&KINGS)**

Cox & Kings Ltd. (CKL) is one of the longest established travel companies in the world since 1758. Headquartered in India, it is the leading holidays and education travel group with operations in 23 countries across 4 continents. In India, Cox & Kings has presence in 149 cities across the country.

A premium brand in all travel related services, the business can be broadly categorised as Leisure Travel, Corporate Travel, Education & Activity Travel, MICE, Trade Fairs, Visa Processing and foreign exchange.

CKL is amongst the largest players with its range of specialist options. Innovative packaging, pricing and marketing have been the hallmarks of its success over the years.

### **COX & KINGS LIMITED**

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In India, the company has a robust domestic business under the brand name Bharat Deko and is a leading MICE operator out of India. CKL is amongst the major Foreign Exchange providers in the country. The Outbound Tours are segregated into Duniya Dekho (escorted tours), FlexiHols (customised tours), Luxury Escapades (unique & luxurious travel) & NRI (catering to Indians across the world).

CKL also owns Holidaybreak, an education and activity travel group based in UK. It has more than 15 long-established and widely recognised brands. Holidaybreak provides educational and activity trips for school children; worldwide adventure holidays; short breaks in the UK and Europe.

Over the years the company has won many awards that stand testimony to its excellent service. Recent awards include "Favourite Outbound Tour Operator" awarded by the Outlook Traveller Awards 2014 to Cox & Kings India, "India's Leading Tour Operator" & "India's Leading Travel Agency" awarded by the World Travel Awards 2013, "Best UK operator" awarded by The Travel Weekly Awards 2013 to Superbreak, "Best Company providing Foreign Exchange in India" awarded by the CNBC Awaaz Travel Awards 2013.

CKL is one of the founding members of the World Travel and Tourism Council (WTTC), and are members of premier industry associations namely the Travel Agents Federation of India (TAFI), the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), European Tour Operators Association (ETOA), and the Pacific Asia Travel Association (PATA).

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