



February 16, 2017

To

BSE Limited, Listing Department, 14th Floor, P.J. Tower, Dalal Street, Mumbai – 400 001 Scrip Code: 533144	National Stock Exchange of India Limited Listing Department, Exchange Plaza, Bandra-Kurla Complex, Bandra-East, Mumbai – 400 051 Scrip Code: COX&KINGS
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Dear Sir,

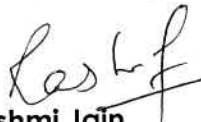
Re: Press Release

Please find enclosed a Press Release with respect to Cox & Kings winning the 'Excellence in Outbound Tour Operations' award and the 'Best Tour Operator: Outbound' award for excellence in Outbound tour operations.

This for your information and records.

Thanking you,

Yours faithfully,
For Cox & King Ltd


Rashmi Jain
Company Secretary



Encl: as above



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Cox & Kings bags Twin Honours for excellence in Outbound tour operations

Winner of SATTE Awards 2017 & Lonely Planet Travel & Lifestyle Leadership Awards

Mumbai: 15th February 2017: Cox & Kings Ltd. one of the leading holidays and education travel group continues to maintain its awards momentum by picking up two top industry accolades. The leading travel group scooped the 'Excellence in Outbound Tour Operations' award at the prestigious SATTE Awards 2017 held in Delhi, and the 'Best Tour Operator: Outbound' award at Lonely Planet Travel & Lifestyle Leadership Awards in Mumbai. Both the awards recognised and applauded Cox & Kings for its excellence and contribution to the outbound travel arena.

The awards announced on the same day celebrated the best in travel and tourism and are defined by a fair and transparent process. Winners were chosen of the numerous nominations by an esteemed jury consisting of the travel industry's luminaries.

Speaking on this occasion, Peter Kerkar, CEO, Cox & Kings Group said, "We are delighted to have been recognised and honoured at such prestigious platforms that celebrate 'Excellence', something that is at the core of our business. These awards mean a great deal to us and encourage us to push boundaries in pursuit of excellence and in delivering memorable holiday experiences to our customers"

While SATTE Awards is a first of its kind recognition platform that honours excellence and recognize the outstanding achievements of thought leaders who rise above status quo and create new benchmarks in the industry, Lonely Planet Travel & Lifestyle Leadership Awards aims to recognise the best in class, service and excellence.

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

Cox & Kings Ltd. ('C&K') is a leading leisure and education travel group with operations in 22 countries across 4 continents. It is one of the most experienced travel companies in the world, having been in operation since 1758. Headquartered in India, over the last three decades, C&K has transformed itself into a diversified, multinational travel conglomerate with a focus on the new-age global consumer.

C&K operates in three key verticals; Leisure, Education and Hybrid Hotels.

Leisure—India is best known by the ubiquitous Cox & Kings brand in India, where we are an integrated travel enterprise, offering the best and widest range of travel options to individuals, groups and businesses in the fastest growing major economy in the world.

Leisure—International operates in multiple countries, mainly under the Cox & Kings brand, with a greater focus on premium-end travel.

Education operates under the brand names PGL and NST, among others. PGL and NST are market leaders in experiential learning in the UK and we intend to take these brands across the world; we have recently entered the Australian market.

We operate 16 hybrid hotels in Europe under the Meininger brand. Our unique selling proposition is that we can deliver the urban traveler a clean, safe, stay in a city-centre location at an affordable price.



coxandkings.com

Cox & Kings is one of the founding members of the World Travel and Tourism Council (WTTC) and also the member of premier industry associations across the world. Over the years the company has won many awards that stand testimony to its excellence in service.

In 2016 the company has won a string of awards and amongst them are the World Travel Awards for Asia's Leading luxury Tour Operator, India's Leading Travel Agency and India's Leading Tour Operator. It also won Hospitality India Travel Award for Best Domestic Tour Operator and Best Experiential Travel Company. Cox & Kings Trade Fairs was recognised as Champions of ChinaPlas for 2016, 4th time in a row.

Our Executive Director Ms. Urrshila Kerkar won the Game Changer of the Year Award, and our Director Mr. Peter Kerkar was honoured by the British Travel and Hospitality Hall of Fame in 2015.