Thomas Cook (India) Ltd.

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



11th September, 2019

The Manager, Listing Department BSE Limited

Phiroze Jeejeebhoy Towers Dalal Street

Mumbai – 400 001

Scrip Code: 500413

Fax No.: 2272 2037/39/41/61

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) Travel Smooth

thomascook.in

Mumbai - 400 051

Scrip Code: THOMASCOOK

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 September 11, 2019 titled: 'Thomas Cook India offers 100 free Holidays\* during its Grand India Holiday sale.'

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

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A FAIRFAX Company

## News Release



## Thomas Cook India offers 100 free Holidays\* during its Grand India Holiday Sale

Its **Best Price Challenge** assures unbeatable rates on select international and domestic holiday packages

Mumbai, September 11, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and travel-related financial services company, is offering Indian consumers the opportunity to win 100 Free Holidays\* during its Grand India Holiday Sale, ending September 13, 2019.

With the aim of empowering consumers to achieve their travel goals, Thomas Cook India's bi-annual 10-day property, the *Grand India Holiday Sale*, has been strategically timed to coincide with India's crucial booking window for the upcoming festive season. On offer are attractive deals and special discounts for both India and international holidays, and a free 3-day stay at Sterling Holiday Resorts\* with every booking. As a further incentive, customers can also avail an additional 5% cash back offer on SBI cards, via the SBI YONO app.

The *Grand India Holiday Sale* offers can be availed across Thomas Cook India's omni-channel network – both online (mobile app and thomascook.in) and offline - at its branches and Gold Circle Partner franchise outlets. Additionally, Thomas Cook India also offers a special **doorstep service** to enable a '**Holiday Expert**' to visit its customers and ensure a smooth holiday planning.

Favourite short-haul destinations seeing an uptake for the upcoming holiday season include Sri Lanka, Bhutan, Singapore, Indonesia, Dubai, Abu Dhabi, Mauritius, and Thailand; while Europe (France, Switzerland, UK, Portugal, Spain, Germany, Greece), Canada, Japan, South Korea, and Australia-New Zealand, are popular long-haul destinations. Prime Minister Modi's message, encouraging citizens to travel across the country, is also expected to drive strong demand for domestic destinations such as the North East (Assam, Meghalaya, Sikkim), Kerala, Rajasthan, Himachal Pradesh, Andamans and Uttarakhand.

Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Financial Services & Innovation, Thomas Cook India, said, "We had introduced the Grand India Holiday Sale as a bi-annual property to coincide with India's peak travel booking periods - for Summer, the Festive Season, and Winter. With the aim of benefitting our customers with an unbeatable combination of quality holidays at the best price, our Grand India Holiday Sale is a much anticipated event, and is hence, seeing a strong uptake."

He added, "This season, along with attractive discounts and our unique Best Price Challenge, our offer of 100 Free Holidays\* is intended to catalyse demand for both the upcoming festive period, as also the emerging trend of Winter vacations."

\*Terms and conditions apply - for more information visit https://www.thomascook.in/grand-indian-holiday-sale

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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, Travel Circle International Limited, Digiphoto 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 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, 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 2018 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2018.

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 66.90% 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 Quess Corp Limited: TCIL owns 48.82% of Quess Corp Limited, a provider of integrated business services.

**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 (Formerly known as SOTC Travel Private 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.

TCIL owns 100% of TC Forex Services Limited (Formerly known as Tata Capital Forex Limited) (TC Forex) and TC Travel Services Limited (Formerly known as TC Travel and Services Limited) (TC Travel). TC Forex offers travel related foreign exchange products including Currency notes, Travel Cards and Traveller's cheques and TC Travel offers a wide range of services including Airline ticketing, Booking Hotel accommodation, Visa and Passport facilitation, Travel insurance and more.

Thomas Cook India Group has recently completed its acquisition of 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.quesscorp.com

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

SOTC Travel Limited: <a href="http://www.sotc.in">http://www.sotc.in</a>

## Media Enquiries:

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