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

Thomas Cook Travel Smooth thomascook.in

30th July, 2018

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
NCD Scrip Code: 952673, 952674, 952675

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),
Mumbai – 400 051
Scrip Code: THOMASCOOK
NCD: Thomas Cook 9.37% 2018 SERIES 1, Thomas Cook 9.37% 2019 SERIES 2 Thomas Cook 9.37% 2020 SERIES 3

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 July 30, 2018: 'Thomas Cook India taps into the high potential MICE Sector Curates MICE programmes focussed on experiential travel'.

This is for your information and records.

Thank you,
Yours faithfully,
For Thomas Cook (India) Limited

AMIT JYOTINDRA PAREKH
Digitally signed by AMIT JYOTINDRA PAREKH
Date: 2018.07.30 11:49:02 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

Thomas Cook Press Office: 022 42427380

Thomas Cook India taps into the high potential MICE Sector
Curates MICE programmes focussed on experiential travel

July 30, 2018, Mumbai: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial Services Company, has witnessed a significant increase in demand for experiential travel from the MICE (Meetings, Incentives, Conventions & Exhibitions) sector and to capitalise on this opportunity, has launched a portfolio of unique programmes that deliver exceptional and engaging experiences across key global destinations.

The MICE sector in India has been evolving at a rapid pace. In this the new age of travel, India's corporates are displaying an increasing appetite for unique travel experiences to woo their top performers, and are not hesitant to spend on the same. The clear shift from the traditional basic sight-seeing tour plus gala dinner, to innovative and immersive experiential itineraries, has created significant potential for the MICE sector.

Thomas Cook India's internal data too has reiterated this growth potential, having witnessed demand of over 20% for experiential MICE travel in the last 3 years. Hence, in a strategic initiative to leverage this momentum, the company's MICE business has curated a series of cutting-edge MICE programmes. Thomas Cook's experiential MICE portfolio incorporates fascinating long-haul destinations (Iceland, Canada, Japan, Korea, Norway, New Zealand, Australia and USA, etc.) and short hauls (like Baku, Kiev, Morocco, Oman), coupled with distinctive elements including the adrenalin rush of Queenstown's adventure experiences, snow-mobiling in Iceland, rafting in Norway, Formula 1 drives on the Yas Marina circuit, 360 degree helicopter tours, etc. Sightseeing trips are delivered with an exciting twist: via segway in Hungary or Spain, vintage cars in Prague, stretch-limousines in Dubai/Abu Dhabi or helicopters in Canada. Also incorporated are exclusive dining experiences- on a glacier in Canada or a private island in Australia; also decadent spa-wellness programmes and thermal baths in Iceland, Turkey, Jordan, New Zealand and more.

Key source markets in India for experiential MICE travel include Mumbai, Delhi-NCR, Chennai, Bengaluru and Hyderabad; also mini-metros and Tier 2 cities like Pune, Ahmedabad and Indore. Spends per MICE traveller have reached up to Rs 5 lakhs per person for a 6 - 7 night trip.

Mr. Rajeev Kale, President & Country Head - Holidays, MICE, Visa & Passport Services, Thomas Cook (India) Ltd. said, *"The evolution in the MICE sector is creating an expanded market of discerning corporates. With experiential travel high on their wish-list, our launch of engaging MICE experiences was intended to capitalise and build on this significant and growing opportunity."*

He added, *"Our MICE Product Development Team has pushed the envelope with exclusive experiences to wow our discerning MICE clientele, and fun-engaging elements like team-building 'war games' in Russia in Kosack military gear and aboard tanks, helicopter rides to soak in Canada's breathtaking vistas, glacier landings in New Zealand, luxury super-cars for inter-city transfers in Germany or beer-biking in Holland are but a few of the exciting examples. Food plays a mission critical role in MICE tours and to ensure an authentic experiences, we have had meals curated by celebrity Chef Ranveer Brar that include both pure Indian and hybrid cuisine."*

He concluded with, "A great success story was our Iceland tour for a prestigious *MICE group of 400 travellers, with spectacular experiences like snow-mobiling adventures, glacier climbs, monster truck tours and exclusive access to the renowned Blue Lagoon Spa. Customer delight and the growing pipe-*

line for such experiential MICE programmes indicates vibrant business potential and one we certainly intend to maximise."

About Thomas Cook (India) Limited: 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 & Passport services and E-Business. The company set up its first office in India in 1881.

The Thomas Cook India Group spanning 21 countries across 4 continents, a team of over 6,625 and a combined revenue in excess of Rs. 11,411.6 Cr. (over $ 1.75 Bn), 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, Private Safaris East & South Africa. The Group is today one of the largest travel service provider networks headquartered in the Asia-Pacific region.

ICRA has placed the long-term rating of 'ICRA AA' assigned to the non-convertible debenture programme of TCIL on 'rating watch with developing implications'. CRISIL has placed its rating of 'CRISIL AA–' on the long-term bank facilities of TCIL on 'rating watch with developing implications', while reaffirming its 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the Company.

Thomas Cook (India) Ltd has been felicitated with **The Best Outbound Tour Operator and Leading Company with Cutting Edge Travel Innovation at the Times Travel 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 Diamond Award for Exemplary Achievements in Visa Insurance– 2015, 2016 & 2017 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2016.**
For more information, please visit www.thomascook.in

Thomas Cook (India) Limited is promoted by Fairfax Financial Holdings Limited through its wholly-owned subsidiary, Fairbridge Capital (Mauritius) Limited and its controlled affiliates which holds 66.99%. Fairbridge is responsible for the execution of acquisition and investment opportunities in the Indian subcontinent on behalf of the Fairfax family of companies.

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. The company was founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa. The company has been under present management since 1985 and 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.

The company, through Thomas Cook (India) Ltd., owns 49.02% of Quess Corp Limited, a provider of integrated business services, and 100% of Sterling Holiday Resorts Limited , a company engaged in time share and resort business.

About Quess Corp: Quess Corp Limited (BSE: 539978, NSE: QUESS), is India's leading business services provider. At Quess, we excel in helping large and emerging companies manage their non-core activities by leveraging our integrated service offerings across industries and geographies which provides significant operational efficiencies to our clients. Quess has a team of over ~261,700 employees across India, North America, South America, South East Asia and the Middle East across segments such as Industrials, Facility Management, People Services, Technology Solutions and Internet Business. Quess serves over 1,700+ clients worldwide. Established in 2007, Quess is headquartered in Bengaluru, India and has a market cap of overUSD 2.3 Bn as on March 31, 2018.
http://www.quesscorp.com

About Sterling Holiday Resorts Limited: Sterling Holiday Resorts Limited, a leading holiday lifestyle company in India, was incorporated in 1986 with the vision of delivering great holiday experiences to Indian families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling Holidays has an inventory of 2124 rooms across 32 resorts.

In March 2016, Sterling Holidays acquired 'Nature Trails Resorts Private Limited' - an adventure holiday company that operates resorts at four unique destinations in Maharashtra. For more information, please visit www.sterlingholidays.com

About SOTC Travel Limited: SOTC Travel Limited (formerly known as SOTC Travel Private Limited) is a step-down subsidiary of Fairfax Financial Holdings Group; held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

TCIL through its Subsidiary holds100% stake in Travel Circle International Limited, which has an attractive business in the travel sector backed by a trusted brand name, and a stable and motivated professional management team. The company is a premium outbound travel operator in Hong Kong. For more information please visit www.sotc.in

About the recent acquisitions: TCIL recently completed the acquisition of TC Forex Services Limited (Formerly known as Tata Capital Forex Limited) (TC Forex) and 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 etc.

Media Enquiries:
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