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

2nd November, 2017

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
NCRPS Scrip Code: 715022
NCD Scrip Code: 949099, 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
NCRPS Scrip Code: Thomas Cook CRNCPS 8.50% 2022
NCD: THC10.52; 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,

Sub: Press Release

We are enclosing herewith the Press Release dated November 2, 2017 titled: Thomas Cook India leverages the Festive Season travel opportunity sees demand across its holiday businesses.

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: 2017.11.02 11:00:16 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

Thomas Cook India leverages the Festive Season travel opportunity sees demand across its holiday businesses

- **30% increase in Domestic holidays; 26% increase in international holidays**
- **Short hauls lead the growth story- contributing 85% of overall business**
- **Significant trend of Indians now travelling during Festivals**
- **Travellers clubbing weekends with festive holidays to extend their vacation**

Thursday, November 2, 2017: Thomas Cook (India) Group, India's leading integrated travel and travel related financial services company, witnessed aggressive growth in holiday uptake during the Diwali festive season, with a surge of 30% for its domestic tours and 26% for its international destinations.

Thomas Cook India's internal data had revealed a significant and growing trend of Indians preferring to travel rather than stay at home during key festivals. To capitalise on this trend, the Company launched a series of attractive packages and value offers, which when coupled with airline deals, served well to catalyse consumer demand.

Asia short hauls and visa-on-arrival destinations ranked on top of the leader-board; Thomas Cook India's Asia Group Tours seeing a surge of over 30%, compared to the same period of 2016. Favoured destinations included Singapore, Thailand, Bali, Malaysia and Japan. Additionally, favourites like Dubai, Abu Dhabi, Jordan and Egypt showed high demand this year.

Diwali and card parties are almost synonymous and interestingly, the Company's tours to Macau with casino experiences saw a spike of 20%. Long haul destinations that featured well in Thomas Cook's Festive growth story included Australia, New Zealand and South Africa.

From a Domestic perspective, Thomas Cook India recorded strong demand with destinations like Andamans, Bhutan, the Rann of Kutch-Gujarat, Rajasthan, Goa, Nepal, Coorg and Kerala's backwaters.

A clear trend witnessed this season was of Indians clubbing festive holidays with long weekends, resulting in "extended stays." A traditional 5 nights overseas tour saw an extension to 8-9 nights. Accordingly, spends also rose substantially from an average Rs 1 Lakh to Rs 1.2 lakhs per person for an all-inclusive tour.

Thomas Cook India highlighted that last-minute bookings were the norm this season, with a mere 15-30 day booking window- a significant shift from the traditional 2-3 months of previous years.

The family segment was a power driver contributing 55% of Thomas Cook's volumes; followed closely by ad-hoc groups of friends contributing 40% this season. A significant surge was observed from millennials who took advantage of the company's offers to book a short work-break.

Experiential travel was a focussed trend this season, especially from the company's millennial segment: traditional Diwali card parties were replaced with casino experiences in Macao; self-drive holidays saw high demand courtesy Thomas Cook's "fuel free" New Zealand offer; spa–wellness and ayurveda saw strong uptake in Kerala and Korea; water sports-scuba diving was popular in The Andamans and sports like kick boxing, abseiling and kite surfing in Thailand.

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Mr. Rajeev Kale –President & Country Head Leisure Travel & M.I.C.E, Thomas Cook (India) Limited, said, *"Today's travel hungry Indian consumer is quick to leverage festivals by clubbing them with weekends to create longer holidays-an apt opportunity to indulge in family bonding or a well-deserved break to rejuvenate/ recharge. Our sales teams have reported a significant surge this Diwali festive season and this is an encouraging trend."*

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 198,500 and a combined revenue in excess of Rs. 8700 crore (over $ 1.34 billion), 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 reaffirmed the long-term rating on TCIL's non-convertible debenture programme at 'ICRA AA/Stable' and on the preference share programme at 'ICRA AA–/ Stable'. CRISIL has reaffirmed the long term rating of 'CRISIL AA–/ Stable' on TCIL's non-convertible debenture programme and long-term banking facilities, and the short-term rating of 'CRISIL A1+' on the banking facilities.

Thomas Cook (India) Ltd has been felicitated with The **French Ambassador's Diamond Award** for **Exemplary Achievements** in **Visa Issuance 2015 & 2016**; **Condé Nast Traveller Readers' Travel Awards 2016 to 2011. Thomas Cook India's Travel Quest** was honoured at **PATA Gold Awards 2015** and Thomas Cook India's **Centre of Learning** has received **IATA accreditation** as **Top 10 South Asia IATA Authorized Training Centers 2016, 2015, 2013 & 2012**. 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 67.63%. 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 57.24% of Quess Corp Limited, a provider of integrated business services, and 100% of Sterling Holiday Resorts Limited (formerly Thomas Cook Insurance Services (India) Limited), a company engaged in time share and resort business.

About Quess Corp Limited: Quess Corp Limited (BSE: 539978, NSE: QUESS), established in 2007, is India's leading integrated business services provider. Based out of Bengaluru, Quess today has a Pan-India presence with 65 offices across 34 cities along with overseas footprint in North America, the Middle East and South East Asia. It serves over 1700+ customers across 4 segments namely, Global Technology Solutions, People & Services, Integrated Facility Management and Industrials. Quess has over 212,500 employees (including Manipal Integrated Services and Terrier Security Services) and market cap of over INR 11,551 Crores as on September 30, 2017. For further details on Quess Corp Ltd. please visit: 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.

Media Enquiries:
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