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

7th March, 2018

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

Ref: Submission of information pursuant to Regulation 30(4) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

Sub: Press Release

We are enclosing herewith the Press Release dated March 7, 2018 titled: Thomas Cook India offers 'Best Price Challenge' during the third edition of its 'Grand India Holiday Sale'.
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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: 2018.03.07 09:58:27 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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Thomas Cook Press Office: 022 42427380

News Release

Thomas Cook India offers 'Best Price Challenge' during the third edition of its 'Grand India Holiday Sale'

Guarantees customers best prices on select international and domestic holiday packages
Sale period: March 7- 17, 2018

Mumbai, March 7, 2018: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, has launched an exciting '**Best Price Challenge**' during the third edition of the Thomas Cook '**Grand India Holiday Sale'** from March 7 -17, 2018. In a never before move, Thomas Cook India offers a unique challenge to customers – Find the same package for a lower price, and we will reward you with double the value of the difference via travel vouchers.

The Thomas Cook Grand India Holiday Sale is an annual 10-day property strategically timed to coincide with India's crucial booking window for the upcoming summer vacations. On offer are truly attractive deals and special discounts on both India and international holidays. As a further incentive, customers can also avail an additional 10% cash back offer on ICICI credit/debit cards.

Highlights of the Grand India Holiday Sale

- Best Price Challenge
- Sale from March 7- March 17, 2018
- Attractive discounts/offers on holiday packages (India & International)
- 10% cash back on ICICI credit/debit cards

The Grand India Holiday Sale offers can be booked across Thomas Cook's pan India omni-channel network both online (mobile & thomascook.in) & offline- at its branches and Gold Circle Partner franchise outlets.

The Grand India Holiday Sale offers great deals on international short-haul destinations like Singapore, Dubai, Abu Dhabi and Thailand; long hauls like USA, Canada, Europe, Australia-New Zealand; also trending destinations like Hong Kong, Kenya, Bali and Mauritius. Indian sub-continent destinations include Bhutan, North East, Kashmir, Kerala, Ladakh, Andamans and Uttarakhand, hence adding value and diversity to the Indian traveller's experience.

An extensive range of media has been selected to ensure strong visibility to the Grand India Holiday Sale across key metros/mini-metros and regional India: pan India print and digital media; over 100 digital screens at Mumbai and Delhi airports-domestic and international; radio across India's top 8 cities.

In a twist to its marketing mix, Thomas Cook India has released a fun, engaging webisode titled 'When a family plans a vacation abroad' with The Viral Fever, an online digital entertainment channel. This unique platform ensures connect with Young India- active consumers of original digital content over mobile devices. The webisode has already received 6 lakh plus views since go-live on March 6, 2018 and trending at #7.

Abraham Alapatt, President & Group Head- Marketing, Service Quality, Financial Services & Innovation, Thomas Cook India said, *"We at Thomas Cook India have taken this unique IP we created 3 years ago– the Grand India Holiday Sale- the first holiday festival of its kind in India, further with this the third edition."*

"Befitting of a market leader, our product teams have handpicked the most attractive offers across select, popular international and domestic destinations and are offering customers, an unbeatable combination –

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the quality promise of a Thomas Cook holiday plus the confidence of an unbeatable price-value proposition with the Best Price Challenge. We are confident that Indian holidayers – consummate value seekers as we are – will greet the Grand India Holiday Sale and the Best Price Challenge with strong support."

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'. 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 & 2017**; **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 67.07%. 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 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. 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 is a wholly owned subsidiary of TCIL offering travel related foreign exchange products including Currency notes, Travel Cards and Traveller's cheques. TCIL through its Subsidiary holds 100% stake in TC Travel which 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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