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

10th April, 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 April 10, 2018 titled: Thomas Cook India eyes domestic travel market opportunity; Launches Incredible India Week to catalyse demand; Witnesses 45% growth in uptake.

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: 2018.04.10 10:46:36 +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 eyes domestic travel market opportunity
Launches Incredible India Week to catalyse demand
Witnesses 45% growth in uptake

Mumbai, April 10, 2018: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, launched its "**Incredible India Week**", to leverage the strong potential of Indian travellers keen on discovering India.

Thomas Cook's internal data has revealed a **significant and growing demand of over 30% YoY from its domestic travel segment**. Hence to capitalize on this yet underleveraged opportunity, the company created a unique property, the Incredible India Week, with a focussed intent to bring attractive and affordable India holidays to domestic travellers, thereby giving them further impetus to travel- within the country.

The Incredible India Week (April 4-11, 2018) is strategically timed post school exams to leverage the critical booking period for India's peak domestic vacation season, with special pricing, lucrative deals and discounts of up to Rs. 7500 per booking; and an additional 5% cash-back on SBI debit and credit cards.

Thomas Cook's high decibel media campaign extends across print and digital media- pan India. The Incredible India Week enables Indian travellers choose from an extensive portfolio of group and individual domestic packages to destinations including favorites like **Himachal, Uttarakhand, Kashmir, Kerala, Ladakh, Andamans, Goa; trending destinations like North East; also religious based tours like Char Dham & Mansarovar.**

Abraham Alapatt, President & Group Head - Marketing, Service Quality, Financial Services & Innovation, Thomas Cook India said, *"A significant trend emerging from our consumer analytics is the Indian consumers' interest in multiple domestic holidays a year- both during school vacations and shorter breaks throughout the year. With increase in access-connectivity, government initiatives such as UDAN and improved tourism infrastructure on-ground, we saw opportunity to focus on the yet underleveraged domestic segment. Our Thomas Cook Incredible India Week hence intends to showcase our exhaustive range of India packages and catalyze demand via great offers. And within a short span, we've already seen a surge of 45% in bookings!"*

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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 67.03%. 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 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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