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 July, 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)
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 July 2, 2019 titled: 'Thomas Cook India reinforces its Digital Evolution Strategy with 'TeeCee'- first of its kind AI powered chatbot in a 2 phased launch.'

This is for your information and records.

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

A. J. Parekh

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

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News Release

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Thomas Cook India reinforces its Digital Evolution Strategy with 'TeeCee'- first of its kind AI powered chatbot in a 2 phased launch

- **Phase 1:**
  - Pioneering chatbot to facilitate Forex transactions end-to-end
  - Also understands customer needs to facilitate a connect with an expert for Holidays & Visas
- **Phase 2:** Will build on machine learning capabilities to offer Holiday & Visa end-to-end assistance

Mumbai, July 2, 2019: Thomas Cook (India) Ltd., India's leading integrated travel services company, announced the launch of 'TeeCee', a first of its kind AI powered chatbot, reiterating the company's digital evolution strategy in its journey towards a seamless digital customer experience.

According to a report by Bain & Company and Google, India has the second-highest active Internet user base globally at 390 Mn in 2018. The report also indicates that the share of online travel booking spends, having increased by 25% in 2018, is anticipated to grow to 35% in 2021.
Thomas Cook India's growth reinforces this with over 27% of its overall holidays being booked online.

The launch of Thomas Cook India's chatbot TeeCee is part of a strategic initiative to service todays impatient, digital-native customers, with a seamless near-human experience, across digital devices. The multi-use case and context-aware TeeCee is equipped with superior NLP (Natural Language Processing) capabilities for better understanding of user intent and offering appropriate services.

TeeCee is built in association with Senseforth's proprietary conversational AI platform for Intelligent assistants that mimics human cognitive ability in understanding and actionizing user intent.

Speaking on the launch, **Mr. Amit Madhan, President & Group Head – Information Technology & EBusiness, Thomas Cook (India) Ltd** said, "Thomas Cook India has always been at the forefront of cutting-edge digital innovation that focusses on seamless customer experience. I am hence truly excited with the launch of TeeCee - a first of its kind chatbot offering customers a near human experience. Our phased roll out in this digital evolution will enable end-to-end Forex transactions, which will be followed by Holiday and Visa service capabilities."

He concluded with, "TeeCee is a key step in our transformational journey to serving *Digital First* customers better."

Mr. Shridhar Marri, CEO of Senseforth.ai said, "Today's traveller expects a user friendly, real-time, consistent and an intuitive experience for their travel requirements and TeeCee is designed to address these needs. It is great working with Thomas Cook India, a leader in this space to create a virtual travel assistant that is poised to transform the way travel is serviced and fulfilled today."

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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 8226 and a combined revenue in excess of Rs. 11,411.6 Cr. (over $ 1.75 Bn).

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; 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 66.91% 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: http://www.sotc.in

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