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

6th March, 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 March 6, 2019: 'Thomas Cook India targets India's high potential, high growth segment: Women Travellers – To launch Women-Only Tours Packages.'

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: 2019.03.06 15:32:00 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

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Thomas Cook targets India's high potential, high growth segment: Women Travellers

~To launch Women–Only Tour Packages~

- **Extensive range of destinations: includes Switzerland, France, Spain, Singapore, Thailand, Dubai, Abu Dhabi, Turkey, Egypt, Ladakh, Goa, Bhutan, Andamans, Kerala**
- **USP: Expertise of dedicated Thomas Cook Woman Tour Manager**
- **Attractive add-ons include spa-wellness, shopping, culture, cuisine …**

Mumbai, March 6, 2019: Thomas Cook India (Ltd.), India's leading integrated travel and related financial services company, has curated its exclusive ***Ladies First***, women-only group tours**,** to popular domestic and international destinations. Recognizing safety as one of the top concerns of women travellers, a key element is the inclusion of a **dedicated Thomas Cook woman Tour Manager**. The tours celebrate and cater to India's women with a range of local experiences, out-door/adventure, shopping, spa-wellness, etc. and will be launched on International Women's Day (8th March).

According to Frost & Sullivan's report, travel by India's business women is expected to increase ten-fold to aprox.10,000,000 (ten million) outbound annual trips by 2030. A recent survey by Thomas Cook India further validated the strong potential of Indian women travellers, reporting a **significant 34% growth** in both international and domestic trips, across business, leisure and b-leisure segments. Hence, to address this discerning and high growth segment, Thomas Cook India conceptualised women-only tours, keeping security paramount via the selection of safe destinations and the inclusion of an accompanying Thomas Cook woman Tour Manager.

The women-only tours curated by Thomas Cook India, allow women to enjoy a sense of freedom and comfort in the company of women co-travellers while exploring a range of destinations on offer, including, Switzerland, France, Singapore, Thailand, Dubai, Abu Dhabi; also Bhutan, Ladakh, Goa, Kerala, Rajasthan and the Andamans across the Indian sub-continent. The tours range from 5 to 9 days, starting from Rs. 8,999 for domestic and from Rs. 39,900 onwards for international packages. (*Prices are per person on twin sharing*)

Thomas Cook's data reveals that women today are no longer limited to being part of family vacations, but are increasingly travellers in their own right. Hence to cater to India's new age women consumers Thomas Cook India's Customised Holidays offers its "**What Women Want**" tailor-made programmes and journeys of self-discovery. Included are enriching local experiences such as Muay Thai/kick boxing in Thailand, Flamenco dancing in Spain, or a cooking class with local chefs in Malaysia, Tuscany or at Le Cordon Bleu in France. Fun experiences range from a Vespa tour in Singapore, a pool party in Vegas, kayaking in Qatar's unique mangrove ecosystem to adrenalin-infused elements like an F1 drive around the Yas Marina circuit or a bungee jump off South Africa's Bloukrans Bridge. Relaxed programmes offered are a temple stay amidst Korea's serene mountains, spa-wellness in Bali or a laid back self-drive through New Zealand's spectacular outdoors.

The appetite of India's **HNI-UHNI women travellers has seen a 25% increase** for Thomas Cook's luxury brand *Indulgence,* with demand for eclectic elements: classic open top car touring along Britain's coast, private cruises in Croatia, glamping set against breath-taking views of the Swiss Alps, unparalleled wine-dine experiences in Melbourne's Yarra Valley or high end shopping with a personal shopper/guide in Paris and Dubai.

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Age is no longer a barrier to the Indian woman's travel aspirations. Thomas Cook has witnessed a significant rise in girl students for its Travel Quest study tours, equally from millennials and corporate women to empty nesters and retired women - speaking highly of their willingness to embrace new cultures, and break out of their comfort zones.

'BFF' (Best Friends Forever)/'girl gang tours', 'kitty party' groups as well as bachelorette getaways are also seeing **strong uptake of over 27%**, with Indian women showing interest in Singapore's pub crawls, a beach break at Malaysia's Redang Island, a wild ride on Abu Dhabi's Formula Rossa or Miami's famed club hopping.

While India's metros and mini metros (including Mumbai, Delhi, Pune, Ahmedabad, Bengaluru) have been **contributing over 63%** to the overall pie of women travellers, regional India's Tier 2 and Tier 3 cities have been emerging strongly, and these include Chandigarh, Nagpur, Kochi, Coimbatore, Panaji, Guwahati, etc.

Domestic destinations too are showing growth of 18% over the previous year; locales like Shillong, Rann of Kutch, Hampi, Kovalam and Dharamshala are popular for their heritage tours and rich natural beauty. Local experiences include archery sessions, ayurveda, yoga and spa sessions, local cooking experiences, etc.

Mr. Rajeev Kale, President and Country Head – Leisure Travel, MICE, Thomas Cook (India) Ltd. said, "Women are power driving travel demand and our exclusive ***Ladies First***, women-only group tours are designed for women seeking immersive and fun experiences without the hassle of travel logistics. We have already witnessed a growth of 34% in bookings from women travellers with destinations including Paris, U.K., Dubai, Abu Dhabi, Singapore, Indonesia, Korea, Japan and Canada-USA in high demand."

He added, "Safety is a vital element, and we have ensured that our expert women Tour Managers accompany all our group tours to ensure security and comfort."

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, 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 25 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 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 to 2018 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2018.**

CRISIL has removed its rating from 'rating watch with developing implications' and reaffirmed the rating of 'CRISIL AA–' on the long-term bank facilities of TCIL, while reaffirming its '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 66.94% 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.

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About Quess Corp Limited: TCIL owns 49.02% 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.

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

Media Enquiries:

Thomas Cook India Limited: Suzanne Pereira | +91 98202 97665 | suzanne.pereira@in.thomascook.com

Communicate India: Kapil Daryani, +91 99872 10099, kapil@communicateindia.com | Natasha D'souza +91 98673 88748, natasha.d@communicateindia.com | Sunali Y Kothari, +91 98208 91319, sunali.kothari@communicateindia.com.