Thomas Cook (India) Ltd.
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Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
A FAIRFAX Company

Thomas Cook Travel Smooth thomascook.in

7th January, 2020

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 January 7, 2020 titled: "Thomas Cook India Signs Long Term Strategic Agreement with Experience Hub to Drive 2020 Visitation to Yas Island Abu Dhabi."

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: 2020.01.07 15:56:06 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

Thomas Cook India Signs Long Term Strategic Agreement with Experience Hub to Drive 2020 Visitation to Yas Island Abu Dhabi

Mumbai, January 7, 2020: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has entered into a strategic long term agreement with Experience Hub, the trade and promotion arm of Yas Island Abu Dhabi, one of the world's fastest growing leisure and entertainment destinations, to drive visitation in 2020 and beyond. The agreement will further engage the India market for the destination, through the implementation of initiatives, including, product development and training-engagement.

Thomas Cook India provides Experience Hub an extensive range of viable consumer segments, from families, friends, millennials and young professionals to students and edu-tainment sectors, as well as Corporate MICE and B-leisure.

Experience Hub offers partners exclusive packages and resources to enhance strategic business and product development, and also provides innovative and growing training facilities, such as the Yas Expert online destination training and certification program designed to elevate local trade partners' expertise and knowledge about Yas Island, enabling them as in-market experts and positioning them to upsell Yas Island and enhance their own product offering to their own clients.

Thomas Cook India's consumer data highlights that in addition to the convenient access of a short haul destination, Yas Island offers Indian travelers a diversity of engaging experiences: Ferrari World Abu Dhabi, home to the world's fastest roller coaster, the adrenalin rush of F1 drives at the Yas Marina Circuit, the latest attraction CLYMB™ Abu Dhabi with the world's largest indoor skydiving flight chamber and tallest indoor climbing wall- all serving to entice India's adventure-seekers; Warner Bros. World™ Abu Dhabi, Yas Waterworld and shopping at Yas Mall appealing to families. Yas Island's extensive calendar of events also offers year round opportunities for music, sports, culture, cuisine and more.

Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd., said, "Our Thomas Cook 2020 India market trend analysis reveals high potential for multiple micro-cations and enriching experiences and Yas Island is hence a significant opportunity. In our focus to target this growth potential and amplify travel experiences for our customers, we are delighted to partner with Yas Island's Experience Hub to create an exciting one-stop-entertainment-destination for our diverse range of Indian travelers. We look forward to redefining the Yas Island experience via a dynamic range of offerings and joint engagements- to give fillip to demand across our B2B and B2C markets- and for repeat visits!"

Liam Findlay, General Manager of Experience Hub said, "We are delighted to partner with Thomas Cook India, a leader in the India market and leverage its product innovation and extensive range of consumer segments, to curate and bring to India's consumers the best of Yas Island's experiences. Our intent is to maximize on the demand potential from both India's metros and its potential growth markets and Thomas Cook India's extensive network will be of significant value in this outreach."

He added, "At Experience Hub we believe in curating tailor made experiences for holidaymakers visiting Yas Island and equip our trade partners in the required knowledge of all that the destination has to offer. With

this agreement, we will engage and incentivize our local trade partners, encouraging them to create experiences that will resonate with the Indian tourist market."

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, Luxe Asia, Kuoni Hong Kong, Sterling Holiday Resorts Limited, TC Forex, Distant Frontiers, TC Tours, TC Visa, Travel Circle International Limited, Ithaka, 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 9700 and a combined revenue in excess of Rs. 6718.7 Cr. (over $ 0.96 Bn.) for the financial year ended March 31, 2019.

TCIL has been felicitated with **The Best Travel Agency – India at TTG Travel Awards 2019, 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; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management 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 Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019**.

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 65.60% 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 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, 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.

Travel Corporation India (TCI), a brand owned by TCIL through its wholly owned subsidiary company, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

Thomas Cook India Group holds a 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

For more information, visit:
Sterling Holiday Resorts Limited: http://www.sterlingholidays.com
SOTC Travel Limited: http://www.sotc.in

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ABOUT EXPERIENCE HUB

Launched in January 2018, Experience Hub is the trade and promotion arm for one of the world's fastest growing leisure and entertainment destinations - Yas Island Abu Dhabi. Through its network of local, regional and international offices, the company works with travel partners to design holiday packages that provide the best entertainment value for travellers to the UAE. Based in Abu Dhabi, Experience Hub brings together expert travel and tourism professionals to manage its wide reaching trade network. The company currently operates offices serving the GCC, India, China, Europe and the CIS markets.
For more info, please visit: www. experiencehub.com

ABOUT YAS ISLAND

Yas Island is one of the world's fastest growing leisure and entertainment destinations, located on the golden shores of Abu Dhabi - just 20 minutes from downtown Abu Dhabi and 50 minutes from Dubai. Yas Island offers holidaymakers a diverse mix of award-winning leisure and entertainment experiences, from one-of-a-kind theme parks, world-class shopping and superb dining, to a links golf course, exciting water and motor sports, and the most enjoyable musical and family events… all within the 25 square kilometre Island. Today, Yas Island is home to the award-winning theme parks Ferrari World Abu Dhabi, Yas Waterworld, and Warner Bros. World™ Abu Dhabi, in addition to Yas Marina Circuit (home to the FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX™), Yas Marina, Yas Links golf course, and Abu Dhabi's largest mall. It boasts more than 160 dining experiences, seven hotels, and is home to indoor and outdoor concert venues - all of which are complemented by a range of visitor services that connect all attractions to one another.
For more info, please visit: www.yasisland.ae

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