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

11th June, 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 June 11, 2019 titled: 'Thomas Cook India's data reveals the new wave of Travel: Father-Child Bonding Tours'

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: 2019.06.11 10:11:27 +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 India's data reveals the new wave of Travel: Father-Child Bonding Tours

- **Campaign #CricketDateWithDad launched ahead of Father's Day 2019**
  Encouraging you to indulge your Dad this Father's Day

Mumbai, June 11, 2019: Thomas Cook (India) Limited, India's leading travel and integrated travel related financial services company is fostering family bonding through travel, with specific focus on Father-Child bonding tours, in a run up to Father's Day. With an increasing trend of father–child travel to both domestic and international destinations, millennials are today opting to gift travel experiences rather than conventional options.

Thomas Cook India data has indicated a 30% rise in male travellers aged above 45 years and post - retirement as compared to 2018. With over 90% holidaying with their families, '**Dad and Me**' travel is fast gaining ground today. For today's cash rich, but time poor generation, the emotional appeal of travelling to spend quality time with their Dad is resulting in strong demand for outdoors-adventure, music and culture tourism; sports tourism being a significant driver.

This need for an emotional-connect is also seeing a surge in gifting of **Instagram–worthy holidays** to dads by millennial travellers. With add–on inclusions to pamper their fathers and ensure memories of a lifetime, the packages are usually upgraded with extravagant features like end to end chauffeur services, bookings in spa-resorts and fun-filled bonding experiences create an unforgettable trip.

To leverage this significant trend, Thomas Cook India had recently launched a digital video campaign **#CricketDateWithDad** close on the heels of Father's Day (June 16, 2019) and in sync with the on-going ICC Cricket World Cup. The video brings to life the little nuances of a father son bond, strengthened through the game over the years and taking one on a trip down memory lane to relive their precious memories.

Thomas Cook India's campaign has since garnered over a million views across social media platforms. With a 36% growth in bookings for the World Cup, the brand aims to encourage father–child travel engagement through common passions like cricket.

Mr. Abraham Alapatt, President, Group Head - Marketing, Service Quality & Innovation, Thomas Cook (India) Ltd. said, "The new wave of father-child bonding trips is a significant opportunity for our brand. Through our campaign #**CricketDateWithDad,** we aim to focus on the sentiment shared by father and child, and induce in our customers the need to take time out from their schedules and spend some exclusive time with their first hero – their dad. With cricket being India's passion and Father's Day coinciding with the ICC Cricket World Cup, we've combined the two to present it as a compelling proposition to our customers."

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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 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 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 66.93% 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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