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

12th February, 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 February 12, 2019: 'Thomas Cook India sees 27% surge in Valentine's Day travel demand.'

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: 2019.02.12 11:25:32 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

Thomas Cook India sees 27% surge in Valentine's Day travel demand

- **India's Millennials showing preference for non-traditional experiences over romance**
- **Unique destinations in high demand**
- **Demand from Regional India's Tier 2 and 3 growing strongly**

Mumbai, February 12, 2018: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, has witnessed a significant **demand for Valentine's Day- upwards of 27%.** Valentine's Day falling on a Thursday this year, has allowed travel hungry Indians to take Friday off and avail of an **extended weekend (a 4 day break) to celebrate Valentine's Day** by travelling with loved ones.

Thomas Cook India's data highlights that while demand for romantic destinations such as France, Switzerland, Italy, Bali, Langkawi (Malaysia), Mauritius and Maldives continues to grow, it is **non-standard destinations, such as Korea, Japan, Fiji, Reunion Island, Morocco, Tunisia, Hungary, Czech Republic, Greece and South Africa that are seeing significant interest.** From an India perspective, destinations like Dharmshala, Manali, Kerala, Goa, Dalhousie and Udaipur feature as favourites.

Interestingly, while Valentine's Day has been viewed as a metro phenomenon, **Regional India's Tier 2 and 3 cities are displaying strong demand**: metro/mini-metro cities (such as Mumbai, Delhi, Bangalore, Pune) contributing approx. 60% to Thomas Cook India's Valentine Day bookings, with **40% delivered by Tier 2 and 3** cities (Kochi, Jaipur, Madurai, Lucknow, Chandigarh). This year, Valentine's Day has seen significant uptake from India's millennial segment and DINK/SINK (Double/Single Income No Kids) couples; **millennials leading with a 47% contribution** to Thomas Cook India's booking pie.

Romantic experiences such as champagne brunches/candle lit dinners, sunset cruises, couple spas, etc. continue to be the flavour of the season, however it is **unique, non-traditional experiences** such as quad-biking, snorkelling, sailing trips, bungee jumping, zip lining/zorbing, kite boarding/wind surfing, sea-plane tours, scenic self-drives that are **seeing high demand- a growth of 45% against last year**. Unique culinary experiences such as vineyard tours and sampling new age wines in South Africa, cooking classes with a local chef in Malaysia or indulging in Chef Hawker Chan's Michelin-starred street food in Singapore; outdoor and adrenalin infused experiences like a self-drive in a super car through Tuscany's countryside or the ultimate experience of an FI ride around the Yas Marina Circuit, an igloo stay in Finland to witness the Northern Lights, a Vespa city sightseeing tour in Singapore, a sunset cruise or kayaking along the mangroves in Abu Dhabi, a swim with the Hawksbill sea turtles off Indonesia's Lengkuas Island and road trips including Manali-Leh, have seen strong interest.

To optimise on the upcoming Valentine's Day extended weekend**, India's travellers are capitalising on visa free (visa not required) or visa-on-arrival destinations** like Bali, Jordan, Thailand and Kenya and Islands like Mauritius, Maldives & Seychelles.

Solo travel is also interestingly on the increase this Valentine's Day (an increase of 20%) led primarily by the millennial segment- to celebrate their love for travel. **Sizeable demand is seen from the single women's segment** and this includes travel to safe destinations such as Singapore, Malaysia, Indonesia, Dubai-Abu Dhabi, Japan, Korea, Thailand, Sri Lanka, Bhutan, Shillong and Coorg - with shopping, spa-wellness, culture and culinary experiences topping their wish list.

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Thomas Cook's **luxury product "Indulgence"** has seen strong uptake from India's HNI-UHNIs for truly spectacular experiences, like luxury tented stays at Egypt's White Desert and Oman's Wahiba Sand, or a stately chateau in Picardy, France; a romantic dining and jacuzzi experience at 3000 meters at St Moritz; an exotic Hammam in Turkey or a private hot spring bath experience at a Japanese onsen; romance South African style at the Karkloof Safari Spa set amidst KwaZulu Natal's magnificent Midlands; private night yachting in Australia; night fishing in a dhoni under the stars in the Maldives; exciting Harley Davidson biking tours in New Zealand; a unique wine-mud bath tour at the iconic Napa Valley or an unforgettable spa experience in Iceland's geothermal Blue Lagoon;

Commenting on the changing trends and emerging destinations this Valentine's Day, **Mr. Rajeev Kale – President and Country Head – Leisure Travel, MICE, Thomas Cook (India) Ltd**. said, "*Travel for Valentine's Day is a strong and growing opportunity for us- across our outbound and domestic business lines, and we have observed a significant increase of over 27% this year."*
"Noteworthy is the increasing demand for experiential, engaging travel, and to celebrate Valentine's Day, we have witnessed India's couples demanding fun, couple activities: be it self-drive holidays, wildlife trails and jungle safaris or wine and cuisine experiences, exhilarating outdoor activity like rappelling, white water rafting, ice climbing, kayaking or paragliding. We have also created unique itineraries with experiences like undersea walks in the Andamans, learning to cook Malabar cuisine in Wayanad, nature treks in the Himalayas (Kausani), tiger safaris at Corbett, trying out martial art/ Kalairipaytu at Munnar and Ayurvedic spa therapy in the Nilgiris."

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, 2016 & 2017 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2016.**

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.

About Quess Corp Limited: TCIL owns 49.02% of Quess Corp Limited, a provider of integrated business services.

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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

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