**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

18th February, 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 February 18, 2020 titled: *"Thomas Cook India announces its 'Grand India Holiday Sale' to catalyse demand for India's upcoming summer season with a range of attractive offers."*

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: 2020.02.18 14:50:14 +05'30'

**Amit J. Parekh**
*Company Secretary and Compliance Officer*

**Encl.: a/a**

**Thomas Cook (India) Ltd.**
A Wing, 11th Floor, Marathon Futurex
N. M. Joshi Marg, Lower Parel
Mumbai - 400 013.
Board No.: +91-22-4242 7000
Fax No. : +91-22-2302 2864

*News Release*

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# Thomas Cook India announces its 'Grand India Holiday Sale' to catalyse demand for India's upcoming summer season with a range of attractive offers

Ek ka Teen- 3 holidays at the price of 1!
Best Price Guarantee
Cash back up to Rs. 10,000 on SBI credit cards
Bumper Prize- Renault's newly launched Triber MUV

**Mumbai, February 18, 2020:** Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company has announced its '**Grand India Holiday Sale**' in a focussed initiative to catalyse demand for the upcoming summer holidays. The bi-annual 10-day property from February 18 - 29, 2020 offers attractive discounts and deals across domestic and international tours, including, its 'Ek Ka Teen' offer, 'Best Price Guarantee', visa-free on select group tours, SBI credit card cash-back and the bumper prize of Renault's newly launched Triber MUV.

Thomas Cook India's '**Ek Ka Teen**' promotion offers Indian consumers two complimentary holidays with every holiday booked this summer- so three holidays for the price of one! Customers booking international tours (to Europe, USA, Australia, New Zealand, Africa or Asia), can avail of their 1st free holiday of 4 days to Bali, Dubai, Singapore, Phuket, Bangkok or Kuala Lumpur; followed by their 2nd free holiday of 3 days at any Sterling Resort across India. Customers booking domestic tours obtain a 4 day holiday to Goa, Shimla, Kerala or Darjeeling as their 1st free holiday, followed by a 3 day holiday at any Sterling Resort across India as their 2nd free holiday.

In addition, Thomas Cook India's Grand India Holiday Sale offers customers cash back of up to Rs. 10,000 against payment via their SBI credit card.

The Grand India Holiday Sale runs across Thomas Cook India's omni-channel network pan India – both online (mobile app and thomascook.in) and offline - at its branches and Gold Circle Partner franchise outlets. Additionally, Thomas Cook India also offers a special **doorstep service** to enable a '**Holiday Expert**' visit its customers and ensure smooth holiday planning. Customers can now connect with '**Mr. Holidaywala**', Thomas Cook India's bot on whatsapp (https://bit.ly/2u11Rh0) to book and win exciting prizes.

Favourite short-haul destinations in demand this Summer include Dubai, Abu Dhabi, Maldives, Sri Lanka, Bhutan, Mauritius, Myanmar and Seychelles; while the America's, Europe (France, UK, Germany, Switzerland, Greece, Ireland, Czech Republic, Portugal, Spain), Canada and Australia-New Zealand, Kenya and South Africa are popular long-haul destinations. Favoured domestic destinations include Ladakh, Kashmir, Himachal Pradesh, Andamans, Kerala, North East and Darjeeling.

**Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Financial Services & Innovation, Thomas Cook India,** said, *"Aimed at accelerating demand during India's key holiday booking season, our Grand India Holiday Sale offers customers an unbeatable price-value proposition. Our exciting range of offers- Ek ka Teen, SBI credit card cash back of up to Rs. 10,000 and the bumper prize of a newly launched MUV, intends to catalyse our early booker pipeline and drive transactions across both domestic and international holidays."*

*Terms and conditions apply – for more information visit https://www.thomascook.in/grand-indian-holiday-sale?src=homepage-bn1

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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, 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, Best Outbound Tour Operator at the SATTE 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 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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