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 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 18, 2019: 'Festival Tourism is driving Travel Demand: Thomas Cook India observes 20% growth in bookings.'

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: 2019.03.18 15:07:13 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

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Festival Tourism is driving Travel Demand
Thomas Cook India observes 20% growth in bookings

- **High demand this upcoming weekend for Holi celebrations**
- **Domestic destinations witness strong uptake of 12-15%; International locales by 22%**
- **'Smart weekend holiday' concept emerges as a trend in 2019**

Mumbai, March 18, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has reported a strong growth in 'Festival Tourism' as the Indian traveller seeks to combine spiritual elements with unique cultural experiences. This year, the Kumbh Mela and Holi have proved to be significant drivers, with over 20% growth from the previous year. The company has also recognized that a 'smart weekend holiday' concept (taking a day off from work to extend festival holidays) is creating a distinctive boost to travel demand.

This year, Holi has reiterated the trend of Festival Tourism and this has been a boon to Thomas Cook India's domestic travel business, with demand up by over 12%. Indians are showing significant interest in the celebrations at Vrindavan's famous Banke-Bihari temple and Gulal Kund's re-enactment of Holi by local Krisha-leela drama troupes in Brar; equally Mathura-Dwarka; or joining in Shantiniketan's cultural events started by Tagore.

Thomas Cook India's customer data and analytics also reveal that Festival Tourism is no longer restricted to India, with the country's new age travellers opening up to cultural experiences globally, and an increase in demand of approximately 20% for experiences including the water festival/ Songkran in Thailand, the lantern festival in Taiwan, Chinese New Year in Singapore, the Dragon Boat Festival in Hong Kong, the colourful Carnival in Rio de Janeiro, Brazil and Venice, Italy, Mardi Gras festivities in Louisiana, USA, the famed tomato festival/ La Tomatina in Spain, a colourful display of costume and culture - Dia de los Muertos in Mexico, and the Boryeong Mud Festival in Korea, amongst others.

The concept of 'smart weekend holidays' is another significant trend being witnessed this Holi weekend, with work-weary millennials taking a Friday off to create an extended weekend from Thursday to Sunday. Short haul, no-visa or easy visa regime destinations are in high demand, with an increase of over 25% to destinations like Dubai-Abu Dhabi, Singapore, Bali, Thailand, Sri Lanka; also off-roading and adventure getaways to Uttarakhand, Corbett, Kufri, Neemrana, Kolad/Dandeli in Maharashtra, Andamans, Mysore-Coorg, and more. Growth is being witnessed predominantly from millennials/the DINKs-SINKs segment and ad-hoc groups of friends and families.

Rajeev Kale, President and Country Head, Leisure Travel, MICE, Thomas Cook (India) Ltd. said, *"Festival Tourism is the new trend, with India's new age travellers rediscovering their roots and joining in the celebrations of festivals like Holi in India's Vrindavan, Mathura-Dwarka; also Mardi Grass, Songkran, and several others in international locations. Extending the weekend by taking a day off from work, is giving rise to an interesting concept of 'smart weekend holidays'. Both are catalysing our travel demand this year, and clearly trends that we are looking forward to!"*

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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, 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.

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.

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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