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

19th 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 19, 2019: 'Thomas Cook India witnesses 35% surge in bookings for Japan.'

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: 2019.02.19 10:43:39 +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 witnesses a 35% surge in bookings for Japan

- **Sakura/Cherry Blossom Tours creates strong travel demand; transforms traditional low-season**
- **Unique experiences sees strong interest across segments- millennials, women, corporates**
- **Source markets of Mumbai, Bengaluru lead the demand; also Tier 2 cities like Visakhapatnam, Lucknow, Indore, Pune, Rajkot, Trichy, Jaipur, Chandigarh, Madurai, Mangalore, Ludhiana**

Mumbai, February 19, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has witnessed a significant surge of 35% in bookings for its Cherry Blossom tours to Japan, ahead of the highly awaited Sakura Season.

With India's new age travellers displaying increasing appetite for new, unique destinations and enriching experiences, Japan has been emerging strongly as a forerunner. Hence in a focussed initiative to tap into this underleveraged potential, Thomas Cook had launched a range of Japan Sakura tours across group escorted tours, customised programmes and luxury bespoke itineraries; and this year has seen significant uptake from metro cities like Mumbai and Bengaluru (growth of over 40%), as also mini metros/Tier cities like Visakhapatnam, Lucknow, Indore, Pune, Rajkot, Trichy, Jaipur, Chandigarh, Madurai, Mangalore, Ludhiana (growth of approx 50%).

With the famed Sakura/Cherry Blossom Season commencing in late January/February in Okinawa and proceeding across the archipelago towards Kyoto-Tokyo and culminating at Sapporo, demand from Indian travellers is transforming a traditional low travel season with unprecedented bookings.

Besides Japan, Korea and China are neighbouring destinations also renowned for cherry blossom viewing, and have been introduced by Thomas Cook as 'add on' tours- thus giving Indian consumers multiple destination options in a single tour.

Thomas Cook India's data indicates demand across a range of consumers and the company has hence included unique experiences to appeal to distinctive segments: dining at the psychedelic Robot Restaurant amidst off-beat performances, a visit to Suzuka Circuit to enjoy its motorsport-themed rides, Japan's popular anime culture tours or a unique Ninja experience at its Ninja village resonating with millennials; bar hopping at Nonbei Yokocho, a little street bursting with character or Japanese whisky trails covering its premium brands like Yamazaki/Hibiki that instantly appeal to India's corporate travellers; Kabuki- a Japanese classical dance-drama for culture seekers; an unforgettable cooking experience rustling up Okonomiyaki/Takoyaki at Dotonbori street market; shopping and "onsen" hot spa tours for women travellers or indulging in local Japanese cuisine with sushi-sashimi-sake as a family experience.

Iconic locations in Japan that are becoming increasingly popular amongst Indian's and include the Nara Deer Park in the first capital of Japan, Nara, the sole surviving building of the atomic explosion, the A-Bomb Dome in Hiroshima, and the Floating Garden Observatory in Osaka City. The famed Osaka Castle, known for its contribution to the unification of Japan, encompasses a garden that is also a popular cherry blossom viewing spot.

Commenting on Japan as a strongly emerging destination, **Mr. Rajeev Kale – President and Country Head – Leisure Travel, MICE, Thomas Cook (India) Ltd.** said, *"India's growing appetite for new experiential destinations like Japan is a significant opportunity that we've leveraged via our Sakura tours, and we are already seeing an impressive 35% surge in bookings this year. What is interesting is that source markets include metro/mini metros like Bengaluru, Mumbai, Pune as well as Tier II cities."*

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He added, "Uptake during March is transforming a traditional low-season into a high potential one and this is a trend that we plan to optimise to the maximum. We have partnered with Japan National Tourism Organisation and All Nippon Airways to create a unique "Japan Week" at Mumbai airport to enhance visibility and drive demand."

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 49.02% 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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