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

20th May, 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 May 20, 2019 titled: 'Thomas Cook India launches no cost EMI-powered initiative *'Holiday Basket'*

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: 2019.05.20 10:57:41 +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 launches no cost EMI-powered innovative '*Holiday Basket*'

- **Four holidays in two years at current rates**
- **Includes 2 domestic and 2 international holidays for two years**
- **14 international and domestic destinations on offer**
- **Dedicated Relationship Desk for enhanced convenience**
- **Partners include Bajaj Finance Limited, Tata Capital Limited, and SanKash Private limited**

Mumbai, May 20, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has launched **Holiday Basket** - an innovative EMI-powered holiday solution, offering Indian travellers inflation-proof credit based holidays. Thomas Cook India's data reveals an upwards of 30% demand from young travellers between the age group of 25 – 35 years, who believe in instant gratification even in travel; and through the launch of **Holiday Basket,** it aims to tap into these growing aspirational travel demands.

According to recent reports, demand for personal loans for travel purposes grew by 55%, out of which 85% are millennials. A recent survey by Thomas Cook India further validated the strong potential of EMIs for travel, reporting a healthy double digit growth in enquiries from customers across various subsets, especially India's millennials and middle class segment. Interestingly, Thomas Cook India's internal data reveals two key insights on travel trends amongst Indians: 1) a growing aspiration to travel twice in a year with one international long haul vacation and one domestic short haul vacation; and 2) the most preferred domestic destinations for a first time traveller include Andaman, Kerala, Ladakh, Goa, Himachal and the North East, and Bhutan, Thailand, Singapore, Mauritius, Dubai, Bali, Phuket, and Sri Lanka, as international choices.

Based on these key insights and to address this high growth segment, Thomas Cook India conceptualised a one-of-a-kind product, **Holiday Basket**, with two variants, allowing consumers to enjoy four holidays in two years (two international and two domestic) in an alternate fashion, or two holidays in one year (one international and one domestic), by bearing just **20% of the package cost** upfront and paying the remaining at a NO cost EMI through partners including Bajaj Finance Limited, Tata Capital Limited, and SanKash Private limited.

Holiday Basket's inflation-proof EMI will save travellers from the hassle of last minute travel expenses, further transforming their travel goals into reality. By freezing the cost at the time of payment, consumers can secure their trip at an existing rate for the next two years that includes airfares, hotel tariffs. Moreover, customers will also be able to enjoy the convenience of a dedicated Relationship Manager, facilitating seamless planning of their holidays. With 14 popular locations featuring on the Holiday Basket website https://holidaybasket.thomascook.in/, travellers will gain access to a host of experiences and destinations.

Speaking on the launch of the product, **Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Ltd.,** said, "Thomas Cook's Holiday Basket is aimed at millennial holiday-goers, for whom, travel is no longer a luxury, but a necessity. We based Holiday Basket on two powerful insights: 1) The new age traveller does not want to be limited by the size of her/his current wallet and does not want to miss out on the excitement and brag-worthiness of travel, and 2)

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There is a growing trend of customers taking two planned holidays a year – one domestic and one international.

Holiday Basket is an inflation-proof and hassle-free offering from Thomas Cook, that helps easily plan and fund very affordable domestic and international vacations across the most popular and attractive destinations - two years in advance, with quick and hassle free loans via no cost EMIs from our finance partners. Holiday Basket helps protect customers from unforeseen and inflationary rises in holiday costs due to fluctuations in airfares (as is being witnessed today), inflation, and/or increased seasonal demand. The aim is to help make our value seeking customers' dream holidays a reality faster, by combining planning convenience with an unbeatable customer proposition."

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 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 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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