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 December, 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 December 20, 2019 titled: "Thomas Cook India witnesses 25% growth in demand for Bollywood inspired travel."

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: 2019.12.20 14:02:49 +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
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News Release

Thomas Cook India witnesses 25% growth in demand for Bollywood inspired travel

Launches 'Bollywood Blockbuster Vacations' featuring iconic movie destinations and experiences

- Exclusive Group Tours for India's movie enthusiasts
- Travellers become the hero/heroine of their Bollywood travel movie
- Transforming reel into real life experiences

Mumbai, December 20, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has witnessed a significant surge in demand of over 25% for travel to iconic Bollywood locations. Hence to cater to this high growth opportunity, the Company has launched ***Bollywood Blockbuster Vacations***- unique group tours to the most picturesque locations across Europe. The itineraries intend to put the traveller in the spotlight, making him/her the protagonist of their Bollywood travel movie!

Thomas Cook India's consumer analytics has revealed that India's fascination for Bollywood is witnessing a strong and growing demand for movie inspired travel. With '***Film Tourism***' clearly trending, and Indians setting their travel goals around movie themes, Thomas Cook India's launch of its Bollywood Blockbuster Vacations intends to capitalise on this viable business potential. Additionally, unique movie-inspired experiences and photo stops on tour offer braggable rights- a strong driver in today's social sharing economy.

For its launch, Thomas Cook India's Bollywood Blockbuster Vacations showcase Europe's top Bollywood destinations: romantic and uber-chic Paris, picturesque Lake Como and historic Venice in Italy, Switzerland's playground of the rich and famous- Gsaad, Montreux and cosmopolitan Zurich coupled with iconic attractions like Glacier 3000, Jungfrau and the Golden Pass; vibrant Amsterdam, scenic Bruges and Innsbruck and the delightful diversity of Spain and Portugal (covering Lisbon, Sintra, Seville, Barcelona, Madrid, Ronda).

The allure of Bollywood inspired travel has wide appeal, cutting across demographics with a wide range of segments – from millennials, young couples and families, to Gen S- across India's metros/mini metros, as also Regional India's Tier 2 & 3 source markets. Hence Thomas Cook India's Bollywood Blockbuster Vacations offer departures from 6 key hubs of Mumbai, Delhi, Bengaluru, Ahmedabad, Chennai, and Hyderabad; with prices starting from Rs 1,49,900 per person on twin sharing basis.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visas, Thomas Cook (India) Ltd., said, *"Bollywood has a powerful impact on travel choices of Indian travellers and we have observed a significant and growing demand of over 25% from consumers keen to visit and re-enact scenes from their favourite movies. Having identified this key opportunity, our strategically curated Bollywood Blockbuster Vacations intends to cater to our star-stuck nation of travellers and transform their reel life dreams into reality!"*

He added, *"Our Bollywood Blockbuster Vacations start from Rs. 1,49,900* (per person on twin sharing basis) *and include the services of a professional, cinephile tour manager, a movie location each day with exclusive photo-stops, an array of engaging elements such as Bollywood movie nights, a horse carriage-ride in Switzerland, a canal cruise in Bruges along with memorable Bollywood goodies, among others."*

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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, 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.

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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