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

25th 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 25, 2019: 'Thomas Cook India lends a hand to motivate Voters; Sees emergence of Election Tourism during this voting season.'

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: 2019.03.25 13:59:48 +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 lends a hand to motivate Voters
Sees emergence of Election Tourism during this voting season

Launches 'Ghar Jao Vote Karo' campaign encouraging voters to go home and vote
And a post-voting holiday offer as a thank you

Mumbai, March 25, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, spearheads the citizen election agenda 2019 by launching its *Ghar Jao Vote Karo* campaign ahead of the upcoming general elections. The brand seeks to empower citizens to vote while simultaneously rewarding them- both on their flight to their hometown pre-election, as well as holiday discounts post elections.

According to the Election Commission, merely 540 million Indian voters or 66.4% of those eligible cast their vote in the 2014 general elections. A key challenge attributed to the low turnout was the migrating Indian population, moving from Tier II and III cities into larger urban towns and metros. Thomas Cook India has therefore strategically aligned its campaign to tap into India's vote bank, by aiming to create awareness on the importance of voting while gratifying the voter with incentives.

Thomas Cook India's *Ghar Jao Vote Karo* campaign will extend from March 26 to May 19, 2019, to encourage Indians to exercise their right to vote by flying back to their respective hometowns- where they have been registered as voters. As part of the campaign, the **pre-election offer** includes a discount of Rs. 1,000 off on return air tickets (per adult) on providing proof via any official document such as their Voter ID/ Aadhaar Card, etc. The last date of flight departure is May 19, 2019 to coincide with the last date of polling.

Voting in many states coincides with India's largest vacation season. Hence, in its initiative to recognise the efforts taken by its customers who vote, Thomas Cook India will offer a special **post-voting holiday discount**- across both its domestic and international group tours (Rs. 3000 off on its Domestic Group Tours or Rs. 5000 off on its International Group Tours, per family). All its customers need to do to avail the offer is to display their inked finger at any of Thomas Cook's extensive retail outlets pan India. The post-voting holiday offer is valid up to July 19, 2019.

With several election dates falling on Mondays or Thursdays, Thomas Cook's data reveals that travel hungry Indians are likely to extend their weekends into 'smart weekend holidays' thus giving fillip to the emerging trend of 'Election Tourism'.

Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation said, *"At Thomas Cook India, we are keen to do our part by motivating consumers to cast their vote in their hometowns and this formed the genesis of our Ghar Jao Vote Karo campaign."*

He added, *"Social media is expected to play a strong role in the upcoming elections. Be it voting selfies showcasing an inked finger or the use of hash tags, consumers are taking their involvement beyond the booth. However, there is a strong urgency in getting the voting population involved in the pre-voting phase as well and hence our campaign motivates customers- both during the pre and post voting phases.*

Via our Ghar Jao Vote Karo campaign, *we look forward to engineering a new wave of proactive social consciousness across metros as well as Tier II and III regions of the country."*

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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 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 66.94% 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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