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

28th 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 28, 2019 titled: 'The next wave of Travel moves from India to Bharat, Thomas Cook India partners with Taarak Mehta Ka Ooltah Chashmah Curates a special Singapore Tour for the Gokuldham Family - to tap into high growth Regional consumer markets.'

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: 2019.03.28 11:22:46 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

A FAIRFAX Company

News Release

Thomas Cook Travel Smooth thomascook.in

The next wave of Travel moves from India to Bharat

Thomas Cook India partners with Taarak Mehta Ka Ooltah Chashmah Curates a special Singapore Tour for the Gokuldham Family- to tap into high growth Regional consumer markets

- **High demand for travel from Middle India's Regional consumers; over 35% YoY growth**
- **Company selects highly acclaimed TV serial to connect with this segment and catalyse demand**
- **Singapore featured basis strong potential from Regional India**

March 28, 2019: Thomas Cook (India) Ltd., India's leading integrated travel and related financial services company, has partnered with Neela Tele Films Pvt Limited's Taarak Mehta Ka Ooltah Chashmah (TMKOC) in its strategic focus to connect with its regional consumers and enhance its reach across India's high potential, yet underleveraged Middle India markets. The engaging platform of world's longest running daily family comedy show was selected by Thomas Cook, given its high viewership and penetration into regional households pan India. The episodes have been shot in Singapore, in partnership with Singapore Tourism Board. The series is being aired on SAB TV, during the prime time slot of 8.30 pm starting March 23- April 1, 2019.

Thomas Cook India's consumer analytics has revealed a clear shift in source markets- from India to Bharat, with a surge in demand of over 35% emerging from the country's regional segments. The braggable rights of travel, coupled with social sharing, have played a critical role in this paradigm shift. Hence in a strategic move to connect with its regional consumers, Thomas Cook India has partnered with TMKOC in a cleverly scripted plot that features the holiday company managing the tour of the residents of Gokuldhaam Society on a 7 night voyage (3 nights on board the Dream Cruise from Singapore to Penang and Langkawi and 4 nights in the Lion City).

The episodes feature a delightful range of experiences to cater to every age group: from iconic family delights like Singapore's highly acclaimed Gardens by the Bay, Sentosa, Little India, Chinatown and Madame Tussauds to thrilling outdoor experiences like luge and swing rides, adrenaline infused bungee jumps, fun tours on an e-scooter/ vespa to appeal to India's millennials and young working professionals.

Rajeev Kale, President and Country Head, Leisure Travel, MICE, Thomas Cook (India) Ltd. said, *"As the next wave of travel moves from India to Bharat, our intent was to build a strong connect with our Regional audiences and the much loved television serial TMKOC was a natural fit to our strategic consumer outreach and marcom. Singapore was selected basis our research that reflects the strong and growing demand for the destination; as also the appeal of cruises as a unique experience across all age groups."*

He added, *"We have created special Regional Tours like our Avismarniya, Romanchak, Prekshaniya, Anandmay, Manmohak, Albelu series to appeal to our regional consumers with unique inclusions like an experienced local language speaking Thomas Cook tour manager accompanying each group to help reassure and guide; local Indian cuisine on tour to add the comfort of home cooked food; brochures printed in local scripts, etc. I am delighted to see strong growth of over 40% for our Regional Tours and look forward to having TMKOC fuel travel demand across Hindi speaking audiences pan India."*

Asit Kumarr Modi, creator of the show Taarak Mehta Ka Ooltah Chashmah said, *"Singapore being an amazing tourist destination amongst Indians, along with an on-cruise experience, seemed like an apt choice for us. We are the first Indian TV show that has filmed on the cruise and this is a matter of great pride for us. It was a great shooting experience and we enjoyed the kind hospitality of Thomas Cook for our entire team. For the past 11 years, we have been entertaining our viewers with innovative storylines, and this was one more such opportunity to do that*

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

along with providing a unique visual treat which is an important part of any family outing."

G. B Srithar, Regional Director, S. Asia, Middle East & Africa *said, "We are delighted to collaborate with Thomas Cook India and Taarak Mehta Ka Ooltah Chashmah to bring members of Gokuldhaam Co-Operative Housing Society to Singapore. Their legions of fans will get to see different sides of Singapore that make the city a top travel destination for Indian travellers. Offering many experiences to suit the travellers' passions and interests, the city is popular with families wanting holidays that every member could enjoy, working millennials seeking lifestyle and entertainment options and an increasing number of cruise travellers. We look forward to receiving holiday makers, inspired by the escapades of the TMKOC cast in Singapore."*

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

Media Enquiries:
Thomas Cook India Limited: Suzanne Pereira | +91 98202 97665 | suzanne.pereira@in.thomascook.com
Communicate India: Kapil Daryani, +91 99872 10099, kapil@communicateindia.com | Natasha D'souza +91 98673 88748, natasha.d@communicateindia.com | Sunali Y Kothari, +91 98208 91319, sunali.kothari@communicateindia.com