

Thomas Cook (India) Ltd.
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Dr. D. N. Road, Fort
Mumbai - 400 001.

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11th April 2011

The Secretary,
Listing Department
Bombay Stock Exchange 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,

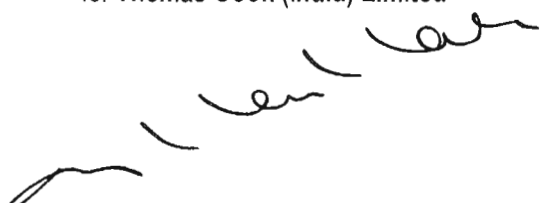
Sub: Press Release

We are enclosing herewith the Press Release dated 11th April 2011 titled: "Thomas Cook to launch PGDM in International Tourism in partnership with IITM".

This is for your information. We request you to acknowledge the same.

Thank you,

Yours faithfully
for **Thomas Cook (India) Limited**


R. R. Kenkare
President & Head - Legal & Company Secretary

Encl.: a/a



www.thomascook.in

Registered Office : Thomas Cooks Building, Dr. D. N. Road, Fort, Mumbai - 400 001.



Thomas Cook to launch PGDM in International Tourism in partnership with IITTM

11th April 2011, Mumbai: Thomas Cook (India) Limited, the largest integrated travel and travel related financial services company in India, has announced a strategic partnership with Indian Institute of Tourism and Travel Management.

A unique two year Post Graduate Diploma in Management in International Business focusing on tourism is being planned. The Programme is approved by AICTE (All India Council for Technical Education). The program has been developed with careful support and guidance of a Training Centre – "Centre of Learning", an initiative of Thomas Cook (India) Limited for imparting training and developing key talent pools for the travel industry. The program offers dual specializations for learners to enable them to acquire the right skill set with ample flexibility to adapt to employing organization's needs. The teaching methods will include case based learning and exposure to international business environment. Thomas Cook India will facilitate practical exposure and training.

Established in 1983, *Indian Institute of Tourism and Travel Management (IITTM)*, an organisation of Ministry of Tourism, Government of India, is the oldest and largest tourism school in South Asia. As a dedicated tourism school, IITTM, engages in diverse activities ranging from teaching and training to research and consultancy in tourism and allied fields. IITTM caters to the tourism needs of the country through its centres located in different regions of the country. IITTM has its headquarters at Gwalior in Central India. Centres of IITTM are located at Delhi (North), Goa (West), Bhubaneswar (East) and Nellore (South).

IITTM from its different centres offers two year Post Graduate Diplomas in Management. These programmes are all approved by AICTE. Besides these programmes, IITTM is also exclusively responsible for training the highest level of tour guides (Regional Level Guides) who are licensed by Central Government. Various state governments also approach IITTM for training of state level tour guides. IITTM also organises a range of other training programmes for different stake holders in the trade.

For the International Business Programme, IITTM has adopted inputs from Centre of Learning – Thomas Cook's Training Centre that puts together relevant industry learning's to help young entrants enhance their skills and to handle with ease the challenges of the travel, tourism and hospitality industry.

Thomas Cook India has consistently conceptualized apt programs and activities with prominent institutes to build talent and raise standards in the travel and tourism industry. The new course will provide individuals seeking a career in International tourism the blend of both theory and practical understanding hence making them well-versed with the nitty-gritties of the outbound travel.

The course is a two year comprehensive program and includes modules such as

- Business Travel
- Medical Tourism
- Tourism Service Quality
- Intercultural Management
- Research for Tourism and International Destination.

The curriculum supports the case based learning and exposes the learner to the international business environment. Post the course completion students will undergo an internship with Thomas Cook that will help them understanding on the job aspect of the outbound travel industry.



IITTM's PGDM with mentorship from Thomas Cook India will facilitate young entrants to learn the International Tourism business and gain comprehensive knowledge on the diverse segments like Hospitality, Travel and Tourism & Service Quality. In addition, the proposed program will equip the students with further skill sets of managerial skills, personality travel programs and inter cultural management.

Announcing the program, Dr. Prasanth Nair, President and Head – Human Resources and Financial Services, Thomas Cook India, said "This tie-up will allow students to take benefit from the industry exposure and endorsed curriculum. The same will result in meeting the exact needs of the industry thus delivering talented and gamut of good efficacy. With the increasing competition in the travel industry it will now become easier for young entrants in meeting the dynamics of the segment".

Director IITTM, Prof. Manjula Chaudhary said that "such joint programmes would address the often cited gap between industry and academia. This is a unique experiment to bring real time experience to classrooms. Learners will have the unique exposure to real world during the programme that would enhance learning. Director IITTM also mentioned that "this is just the beginning of a mutually benefitting relationship. IITTM looks forward to multiple opportunities of cooperation with Thomas Cook India."

Notes to the editor:

About Thomas Cook (India) Limited:

Thomas Cook is the largest 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, and Insurance. The Company has been in India for 130 years providing world-class travel service. TCIL has the largest network with 180 locations in 72 cities. For more information, please visit www.thomascook.in

About Thomas Cook Group plc:

Thomas Cook Group plc is one of the world's leading travel groups with FY 2010 sales of £8.9 billion and 22.5 million customers. The Group operates under six geographical segments in 21 countries, and is number one or two in all its core markets. Its business is supported by 31,000 employees, a fleet of 94 aircraft and a network of over 3,500 retail outlets. For further details please visit www.thomascookgroup.com

About Indian Institute of Tourism and Travel Management (IITTM):

IITTM conducts researches to provide necessary inputs for policy making and evaluation. IITTM is also approached by various public and private parties for consultancies including specialist training, feasibility reports preparation etc. IITTM also carries out extension programmes. It was involved in preparing more than 3000 volunteers for Commonwealth Games (2010). IITTM plans to train and certify tourism volunteers to promote tourism by sensitising youth. IITTM is also the nodal agency for Central Government's ambitious Capacity Building for Services Providers (CBSP) scheme wherein various frontline personnel in tourism especially at the bottom of the pyramid (Porters, drivers, waiters, priests, police, immigration officers, etc.) are trained/ sensitised across the country. This allows IITTM to sustain dialogue (socio-economic) with important stake holders in general and community at large.

For Media Enquiries, please contact:

Thomas Cook (India) Limited

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