

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

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October 26, 2012

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,

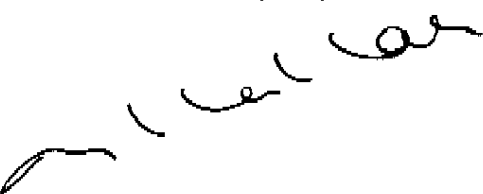
Sub: Press Release

We are enclosing herewith the Press Release dated October 26, 2012 titled: "Thomas Cook (India) Ltd. honored as 'India's Most Trusted Brand in Travel Services'".

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



News Release



Thomas Cook Press Office: 022 66091380
Pressoffice@in.thomascook.com

Thomas Cook (India) Ltd. honored as '*India's Most Trusted Brand in Travel Services*'

Mumbai, October 26, 2012: Thomas Cook (India) Ltd, India's largest travel and travel related financial services company has been ranked as '**India's Most Trusted Brand in Travel Services**' by **Brand Trust Report™ 2012**. The Brand Trust Report, India Study, 2012 which is released by Trust Research Advisory – the authority on the measurement of Trust among brands, lists India's 1000 Most Trusted Brands.

Commenting on the occasion, **Mr Madhavan Menon, Managing Director, Thomas Cook (India) Ltd** said, *"We are truly delighted to be honored as 'India's Most Trusted Brand' in the 'Travel Services' category. At Thomas Cook (India) Ltd, it has been our constant endeavor to offer our customers exceptional service coupled with innovative and best in class travel experiences. This award is a reiteration of our commitment to our valued customers and equally their firm, unwavering trust in us."*

The Brand Trust Report, India Study, 2012, is the result of a primary research based on the proprietary 61-component Trust Matrix. Trust Research Advisory's Trust Matrix has resulted from several hundred hours of research with sociologists, communication experts and behavioral scientists. This year's research was conducted among 2718 'influencer' respondents across 15 cities. The study generated nearly 2 million data points and 17000 brands. Indian Statistical Institute helped create a statistically robust Brand Trust Index which has been used to hierarchically rank India's brands on the basis of trust.

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, Insurance, Visa & Passport services and E-Business. The Company set up its first office in India in 1881, and has been providing world-class travel service for 132 years.

TCIL's footprint currently extends to over 256 locations (including 24 airport counters) in 105 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 123 Gold Circle Partners and 165 Preferred Sales Agents in over 100 cities pan India.

Thomas Cook (India) Ltd has been honoured with the **"Favourite Specialist Tour Operator"** award at the **Condé Nast Traveller Readers' Travel Awards 2011** and was also conferred with the **CNBC AWAAZ - "Best company providing foreign exchange"** in India for the third year in a row. In addition, Thomas Cook (India) Ltd has been awarded the **'Most Trusted Tour Operator Brand' by the Times Travel Honours 2011** and also recognized as a **"Superbrand" 2011-2012** by consumers for excellence in travel services.

CRISIL has reaffirmed Thomas Cook (India) Limited with the **'CRISIL A1+ and AA- rating'**. TCIL was awarded the prestigious **National Tourism Award (2010-2011)** for **'Outstanding Performance'** as an 'Inbound Tour Operator' in Category I, third position. For more information, please visit www.thomascook.in

For Media Enquiries please contact:

Thomas Cook (India) Limited

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