

Thomas Cook (India) Ltd.
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Mumbai - 400 001.

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March 9th, 2012

The Secretary,
Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001
Scrip Code: 500413

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.: 2272 2037/39/41/61

Fax No.: 2659 8237/38

Dear Sir,

Sub: Press Release

We are enclosing herewith the Press Release dated 9th March 2012 titled: "Thomas Cook (India) Ltd honoured with 'Superbrand 2011-12' and "Travel Corporation (India) Ltd wins at the National Tourism Awards"

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

Thank you,

Yours faithfully,
for Thomas Cook (India) Limited

Vinayak K. Purohit
Executive Director - Finance

Encl.: a/a



News Release



Thomas Cook Press Office: 022 66091380
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Thomas Cook (India) Ltd honoured with 'Superbrand 2011-12'

Travel Corporation (India) Ltd wins at the National Tourism Awards

Mumbai, March 9, 2012: Superbrands is a global organisation dedicated to recognise, showcase and pay tribute to the best brands in each country. For the 4th edition of Consumer Superbrands, **Thomas Cook (India) Ltd has been accorded with the 'Superbrand 2011-12' status.** Thomas Cook (India) Ltd was selected by consumers and then by an independent Superbrands Council comprising eminent professionals from India's corporate sector.

Superbrands is a concept that originated in the UK in 1993, to chronicle case studies of exceptional brands, to pay tribute to them and their brand guardians. It recognises the brand custodian's persevering efforts to build brands that are strong on consumer perceptions, making them more resilient to fluctuating economic conditions. Participation in Superbrands is strictly by invitation and since its inception; 86 countries have already published 293 volumes featuring more than 12,500 case studies.

Travel Corporation (India) Ltd (TCI), a 100% subsidiary of Thomas Cook (India) Ltd was awarded the third position for 'Outstanding Performance' as an 'Inbound Tour Operator Category-I' by Smt. Pratibha Patil, Honorable President of India at the **National Tourism Awards 2010-1011.** The Ministry of Tourism along with the Government of India presents National Tourism Awards annually, to various segments of the travel, tourism and hospitality industry in recognition of their performance in their respective fields.

Commenting on this occasion, **Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd** said, *"It is indeed an honour for us to receive such high accolades from our customer, the industry and the government, and a delightful reiteration of our leadership position. Thomas Cook (India) Ltd being accorded the status of a Superbrand and then TCI winning the National Tourism Award for inbound travel is a testament of both our commitment to our customers via our exceptional portfolio of products-services and unique travel experiences, as also our focus on service excellence."*

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 131 years.

TCIL's footprint currently extends to over 217 locations (including 25 airport counters) in 86 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 112 Gold Circle Partners and 184 Preferred Sales Agents in over 100 cities pan India.

Thomas Cook has been honoured with the prestigious "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.

Recently, CRISIL has reaffirmed Thomas Cook (India) Limited with the 'CRISIL A1+ and AA- rating. The Brand Trust Report™, India study 2012, has ranked Thomas Cook (India) Ltd as The most Trusted Brand in Services.

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

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