

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

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March 23rd, 2012

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 23rd March 2012 titled: "Thomas Cook (India) Ltd. Expands its Footprint across India - Inaugurates 5 New Gold Circle Partner Outlets".

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

Thank you,

Yours faithfully,
for Thomas Cook (India) Limited

A handwritten signature in black ink, appearing to read 'R. R. Kenkare', written over a series of horizontal lines.

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

Encl.: a/a

A small handwritten mark or signature in the bottom left corner of the page.



News Release



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

Thomas Cook (India) Ltd. Expands its Footprint across India Inaugurates 5 New Gold Circle Partner Outlets

Mumbai, March 23, 2012: Thomas Cook (India) Ltd, India's largest integrated travel and travel related financial services company, today announced the launch of five new Gold Circle Partner outlets expanding its reach across the country. These franchisee outlets cover a diversity of socio-economic markets including **Mumbai** and **Ahmednagar** in Maharashtra, **Gulbarga** in Karnataka, **Allahabad** in Uttar Pradesh and **Pondicherry**.

These outlets will provide a wide array of services including holiday packages for individual and group tours for domestic and international destinations, ticketing for air and rail travel, cruise bookings, foreign exchange, travel insurance, visa and passport facilities.

Commenting on the launch of the Gold Circle Partner outlets, **Mr. Madhav Pai, Chief Operating Officer- Leisure Travel (Outbound), Thomas Cook (India) Ltd** said, *"In keeping with our vision to expand our distribution network across India, we have implemented our expansion strategy via opening five new Gold Circle Partner outlets in the first quarter of 2012. We see a large potential customer base in these cities and we want to provide them with an opportunity to interact with our well-informed staff and assist with their travel needs."*

He further added, *"While we will continue our expansion in the Tier I and Tier II cities of India, our focus will be strong on the emerging Tier III markets like Ahmednagar and Gulbarga, and tap into the growth potential of these cities."*

Reiterating its commitment to its trade partners, Thomas Cook (India) Ltd. also recently concluded an eight city trade partner meet, *"Engage, Educate & Enhance"*, covering over 600 partners. The key intent of this personalized initiative was to showcase the breadth and depth of TCIL's product-service portfolio and reiterate the convenience of partnering with Thomas Cook (India) Ltd- the 'one stop travel solution provider'.

TCIL's footprint currently extends to over 206 locations (including 25 airport counters) in 78 cities across India, Mauritius and Sri Lanka and is supported by a strong partner network of 112 Gold Circle Partners and 166 Preferred Sales Agents in over 100 cities pan India.

Gold Circle Partner Outlet Addresses and Inauguration Details

Karnataka

City: Gulbarga

Launch Date: 25th March 2012

Address: Shop No.F23, Asian Mall, First Floor, Behind KBN Hospital, Aiwan-E-Shahi Road, Gulbarga- 585101. Phone- 08472-277135

Pondicherry

City: Pondicherry

Launch Date: 25th March 2012

Address: 106, S.V Patel Salai, Next to Hotel Atithi, Pondicherry -605001. Phone: 0413 – 2345671

Maharashtra

City: Mumbai

Launch Date: 9th March 2012

Address: 18, Arun Chambers, Ground Floor, Near A/C Market, Tardeo, Mumbai – 400034. Phone No: 022-66101166

City: Ahmednagar

Launch Date: 5th February 2012

Address: Shop No G 17, Kohinoor Plaza, Adjoining Lokmat Bhavan , Patrakar Chowk, Savedi, Ahmednagar- 414001. Phone: 0241-2411399

Uttar Pradesh

City: Allahabad

Launch Date: 19th January 2012

Address: Travel & Survey Advisory of India, L-28, Basement, Sangam Palace, Civil Lines, Allahabad-21100. Phone: 0532-2560080

About Thomas Cook (India) Limited:

Thomas Cook (India) Limited 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.

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. The Brand Trust Report™, India study 2012, has ranked Thomas Cook (India) Ltd as The most Trusted Brand in Services. Recently, 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

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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