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March 29, 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,

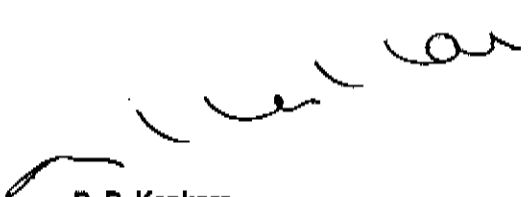
Sub: Press Release

We are enclosing herewith the Press Release dated 29 March 2012 titled: "Thomas Cook India invites travellers to Travel Smooth this Summer Holiday Season - Launches Personalized Holidays, Honeymoon Packages and Enriching Singapore Family Fun and Active Lifestyle Experiences".

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
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Thomas Cook India invites travellers to Travel Smooth this Summer Holiday Season

**Launches Personalized Holidays, Honeymoon Packages and Enriching Singapore
Family Fun and Active Lifestyle Experiences**

Mumbai, March 29, 2012: Thomas Cook (India) Ltd (TCIL), India's largest integrated travel and travel related financial services company, today unveiled unique and exciting international product offerings like personalized holidays, luxury honeymoon experiences, active lifestyle and family fun itineraries, to lure the discerning Indian traveller this holiday season.

Reiterating its commitment to consumer centric innovation, Thomas Cook (India) Ltd. has introduced '**Personalised Holidays**' giving Indian travellers an option of selecting from 500 *predefined packages* with 3 to 5 star pricing options. These packages allow travellers to customize their trips, design their own itineraries and travel at the pace they enjoy. Travellers have the choice of exploring single or multiple destinations through self drive holidays, van, rail, seat-in-coach tours and cruises. The Personalised Holidays portfolio covers a plethora of destinations worldwide and exclusive brochures are being launched to cover South America, USA-Canada; United Kingdom, Ireland and Europe; Australia-New Zealand and The Far East.

Thomas Cook (India) Ltd. recognizes the enhanced needs of the evolving Indian traveller. With maturing tastes and preferences, they are no longer satisfied with a standard checklist holiday, but are looking for customization based on their preferences, be it in terms of accommodation, duration of stay, sightseeing tours, cuisine and mode of travel. An experiential and engaging vacation with meaningful experiences is high on their wish-list, and of course within the budget they have in mind!

Prompted by the changing tourism landscape, Thomas Cook (India) Ltd. has partnered with **Singapore Tourism Board** to launch enriching '**Active Lifestyle**' and '**Family Fun**' itineraries, covering a diverse range, from thrilling adventure activities to enjoyable family bonding experiences.

Targeting young couples and wedding planners, **Indulgence**, the luxury brand of Thomas Cook (India) Ltd., has introduced romantic and mesmerizing '**Honeymoon Packages**'. The Honeymoon brochure contains 12 hand-picked dream destinations- each complete with its own love story and itinerary with an inimitable blend of romance, wellness, adventure, shopping and unique tour options, like private yacht sailing, wine tours, helicopter rides, sky diving and more. Honeymooners can choose from a delightful range of idyllic destinations including Oman, Canada, New Zealand, Fiji, Switzerland, South Africa, Australia, Tahiti, Maldives, Italy, France, Germany and Rajasthan.

Mr. Haresh Koyande, Vice President, Leisure Travel (Outbound) said, *"At Thomas Cook (India) Ltd, our strong focus on unique and innovative customer-centric product is showcased in our newly launched Personalized Holidays around the world and Indulgence Honeymoon experiences. Our research and interactions with our customers has given us key insights into the unique needs, as also the dreams, of today's evolving Indian traveler and these products are well crafted to cater to their discerning palates."*

Thomas Cook (India) Ltd, recently introduced 'Travel & Learn' packages - tours that are educational and fun, to 12 world class destinations. These out-of-school experiential learning tours introduce a practical approach towards education, and include a unique combination of educational and fun loving experiences like underwater escapades, space shuttle simulation programs, workshops with astronauts, visit to science centres, roller coaster rides, 4D, sound and light shows, visit to marine, safari and bird parks.

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 206 locations (including 25 airport counters) in 78 cities across India, Mauritius & 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.

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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