

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

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2nd September 2011

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 2nd September 2011 titled: "Thomas Cook (India) Ltd launches Fusion Holidays".

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 blue ink, appearing to read "R. R. Kenkare".

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

Encl.: a/a

ATP

NKB



News Release



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

Thomas Cook (India) Ltd launches “Fusion Holidays”

Mumbai, Sept 2, 2011: The year 2011 marks the 170th anniversary of the first package holiday, when Mr. Thomas Cook organized his first trip – a 12 mile rail journey for 500 people from Leicester to Loughborough costing just 1 shilling.

Thomas Cook (India) Ltd celebrates this pioneering spirit of its founder with yet another innovative product launch- “**Fusion Holidays**”.

This unique initiative breaks new ground in the Travel space- a hybrid holiday concept that leverages the best of both worlds – the value pricing and comfort of group holidays, coupled with the flexibility of customized holidays, hence an ideal fusion.

Key inclusions offered are the expertise of a Thomas Cook Consultant on tour, accommodation in 4 star hotels and a top sight-seeing tour in each city.

Mr. Madhav Pai, Chief Operating Officer, Leisure Travel- Outbound, Thomas Cook (India) Ltd said:

“As the market leader, our launch of “Fusion Holidays” reiterates our customer-centric focus as also our passion for innovation and creativity. This path breaking concept is a delightful mélange of simple itineraries backed by the combined power of great pricing and flexibility of both our group and customized holidays.”

About Thomas Cook (India) Limited:

Thomas Cook (India) Ltd. 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, Leisure Travel, MICE and Travel Insurance. The Company has been into Indian operations since 1881, offering 130 years of world-class travel service across 204 locations in 77 cities, including 26 airport counters and over 270 Partners.

For more information please visit www.thomascook.in

About Thomas Cook Group plc:

Thomas Cook Group plc, UK, is one of the world's leading leisure travel groups with sales of £8.8 billion, 22.3million customers, 31,000 employees, a fleet of 93 aircraft and a network of over 3,400 owned and franchised travel stores and interests in 86 hotels and resort properties. It operates under five geographic segments in 21 countries, and is number one or two in all its core markets.