

**Thomas Cook (India) Limited**

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



March 25, 2025

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/ Madam,

**Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

We are enclosing herewith the Press Release dated March 25, 2025 titled, “Thomas Cook Foreign Exchange targets high growth Pune market - Company expands its retail presence with new strategically located store in Balewadi”.

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

**Amit J. Parekh**  
*Company Secretary and Compliance Officer*

Encl: a/a

## Thomas Cook (India) Limited

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



### **Thomas Cook Foreign Exchange targets high growth Pune market Company expands its retail presence with new strategically located store in Balewadi**

- *The new owned-store increases consumer access with 4 Foreign exchange outlets across the city*
- *Total of 17 outlets across the state of Maharashtra*

**Mumbai, March 25, 2025:** With a strategic intent to capitalise on the strong and growing demand from Pune, Thomas Cook (India) Limited, India's leading omnichannel forex services company, has inaugurated a new owned-store in the high potential Balewadi region. The new store expands Thomas Cook India's Foreign exchange network to 4 locations in Pune. This sustains aggressive expansion plans with 5 new branches/outlets opened pan India in the last six months.

Balewadi – a rapidly developing hub in Pune's northern periphery was carefully chosen as a location for the Foreign exchange store as it offers the Company a range of valuable consumer segments including students, business and leisure travellers. Its close proximity to Hinjewadi – Pune's largest corporate hub ensures demand from working professionals with global travel needs. With seamless connectivity and a growing number of commercial and residential establishments, Balewadi presents a strong opportunity for Thomas Cook to serve a diverse and high-value customer base. The new store will offer travellers end-to-end Foreign Exchange products and services.

#### **The Consumer empowering Product-Service Portfolio comprises of:**

- Prepaid Travel Cards in partnership with MasterCard and Visa:
  - For the Holidays - Newly launched Borderless Prepaid Multi-Currency Travel Card with 12 global currencies
  - For Corporate - FX Enterprise card
  - For Students - Study Buddy card
  - Thomas Cook One Currency Card – India's first prepaid card with Zero cross currency conversion fees
- Easy ways to Book for Pune's rapidly evolving on-the-move consumer
  - Forex App; Online Forex; Forex on Mobile.
- Education Forex for Pune's strong overseas student segment for transfer of university/tuition fees, living expenses; discounted air fares, excess baggage; insurance and foreign exchange products like the Study Buddy Card
- Cash across global currencies
- Remittances - its "Send Money Abroad" covering over 120 countries

#### **Contact Details**

Thomas Cook (India) Limited  
Shop no.8, Madhukosh Co-operative Housing Society  
Upper Ground Floor  
Balewadi, Pune - 411045  
Phone no - 02045063393  
Email: [fx.balewadi@thomascook.in](mailto:fx.balewadi@thomascook.in)

**Thomas Cook Foreign Exchange - India ka Forex Specialist:** The business' omnichannel model today serves over 1 million retail customers annually, via its [website](#), FXNOW (mobile app), call centre (Toll free no - 1800-2099-100), and 131 Forex stores located across 69 metros, tier 2-4 cities/towns pan India.

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

#### **Registered & Corporate Office:**

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.  
Email id: [enquiry@thomascook.in](mailto:enquiry@thomascook.in) CIN No.: L63040MH1978PLC020717  
[www.thomascook.in](http://www.thomascook.in)

## Thomas Cook (India) Limited

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



The Company's **Ghar pe Forex** commitment of doorstep delivery in 2 hours, serves as a strong reassurance with a smooth and swift last mile delivery.

**Deepesh Varma, Executive Vice President - Foreign Exchange, Thomas Cook (India) Limited** said, *"Pune has been identified as a prime growth driver for our Foreign Exchange business, and we are delighted to expand our presence with a new store in Balewadi. Strategically located in a vibrant area that attracts a diverse customer base including leisure travellers, young India's tech-savvy professionals, and corporates – our new Forex store will cater to a wide spectrum of consumer needs. Customers can benefit from our innovative product offerings such as Borderless Prepaid Multi-Currency Travel Card, the One Currency Card, and our Forex mobile app, ensuring seamless and secure transactions. We are confident of strong demand given Balewadi's growing residential and commercial landscape, along with its seamless connectivity to key business hubs like Hinjewadi. In addition to Balewadi-Pune, Maharashtra continues to be a high-potential market for us, and we have our presence spanning metro cities as well as Tier 2 and Tier 3 locations such as Nashik, Kolhapur, Chhatrapati Sambhaji Nagar (formerly Aurangabad), and Ahilya Nagar (formerly Ahmednagar). My team and I look forward to welcoming customers and providing them with Thomas Cook India's comprehensive range of Foreign Exchange, Visa Services, and Insurance solutions."*

Thomas Cook Forex serves 1000+ corporate clients, 1 million+ active Forex prepaid card users and over 1 Lakh students studying overseas using fees and other remittance services of the Company. Thomas Cook operates 23 counters at leading airports in India, Sri Lanka and Mauritius.

**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook (India) Limited (TCIL) is the leading omnichannel travel company in the country offering a broad spectrum of services including Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, and Visa Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphot Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa.

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 28 countries across 5 continents.

TCIL has been felicitated with the award for MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IMAI India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, 'Innovation in Omni-experience' Award at International Data Corporation's (IDC) Industry Innovation Awards 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; The French Ambassador's Award for Exemplary Achievements in Visa Issuance 5 years in a row and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA- / Positive' on the long-term bank facilities of TCIL and 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the company.

For more information, please visit [www.thomascook.in](http://www.thomascook.in)

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

### Registered & Corporate Office:

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.  
Email id: [enquiry@thomascook.in](mailto:enquiry@thomascook.in) CIN No.: L63040MH1978PLC020717  
[www.thomascook.in](http://www.thomascook.in)

## Thomas Cook (India) Limited

11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel (East),  
Mumbai - 400 013.  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



**About Fairfax Financial Holdings Limited:** Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

### **About Subsidiaries of Thomas Cook (India) Limited (TCIL):**

#### **Sterling Holiday Resorts Limited**

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

#### **SOTC Travel Limited**

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

#### **Travel Corporation (India) Limited**

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

#### **DEI Holdings Limited**

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

#### **For more information, visit:**

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

#### **Media Enquiries:**

Suzanne Pereira | +91 98202 97665 | [suzanne.pereira@thomascook.in](mailto:suzanne.pereira@thomascook.in)

Shourya Rawool | +91 9619745154 | [Shourya.rawool@thomascook.in](mailto:Shourya.rawool@thomascook.in)

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

#### **Registered & Corporate Office:**

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.  
Email id: [enquiry@thomascook.in](mailto:enquiry@thomascook.in) CIN No.: L63040MH1978PLC020717  
[www.thomascook.in](http://www.thomascook.in)