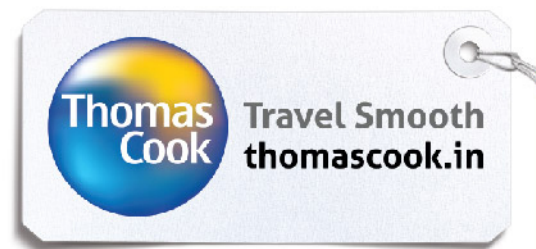


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
A FAIRFAX Company



11th March, 2020

The Manager,
Listing Department
BSE 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/ Madam,

Ref: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Sub: Press Release

We are enclosing herewith the Press Release dated March 11, 2020 titled: *"Thomas Cook India's data reveals India's significant appetite for outdoor-adventure travel with over 30% growth in demand."*

This is for your information and records.

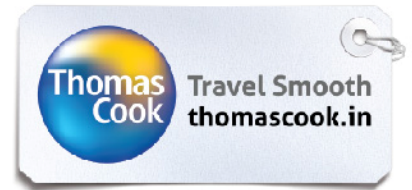
Thank you,
Yours faithfully,
For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

Thomas Cook (India) Ltd.

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



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News Release

Thomas Cook India's data reveals India's significant appetite for outdoor-adventure travel with over 30% growth in demand Introduces unique Bike Trips - adventure tours starting at Rs. 22 999.00

Mumbai, March 11, 2020: Thomas Cook (India) Ltd., India's leading integrated travel services company, has observed a strong appetite with over 30% in demand for outdoor-adventure travel from Indian consumers. With biking trips in India emerging as a significant new trend, Thomas Cook India has introduced a portfolio of Bike Trips across spectacular routes within India and Bhutan, starting at an attractive price of Rs. 22 999. 00 for journeys ranging between 6-13 days.

Adventure Tourism is a US\$.5 trillion business globally* with Nielsen revealing an impressive 85% contribution by domestic tourists to the overall India adventure travel market and a growth surge of 400% (ATOAI report). Biking in India, despite seeing significant demand, is yet underleveraged, and presents a significant market opportunity- driven primarily by India's corporate segment and millennials. Thomas Cook India has hence launched its Bike Trips- a series of adventure holidays in association with Deyor Camps.

* (ref: FAITH Federation of Associations in Indian Tourism and Hospitality)

Thomas Cook's Bike Trips navigate through rugged yet spectacular terrains- from the erstwhile trading routes that once connected eastern Tibet with Turkistan via the famous Karakoram Pass, Leh, Manali, Spiti, Srinagar, Sikkim and Rajasthan as well Bhutan; duration of between 6 – 13 days.

Key inclusions are: the use of a Royal Enfield bike (500cc) including fuel expenses and helmets for the rider and pillion rider, the expertise-assurance of a Team Captain, a back-up vehicle with a mechanic, first-aid kits, an oxygen cylinder 24x7 in the car in case of an emergency, meals (breakfast & dinner) and accommodation. Details of the range of options and inclusion are available on <https://www.thomascook.in/holidays/bike-trip-tour-packages>

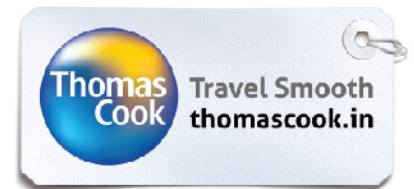
Living by the mantra of YOLO (you only live once) and inspired heavily by social media, Thomas Cook India has already seen a growing number of enquires for bike trips: the company's research reveals that corporate India powers the demand at 70%, followed by millennials at 30%; the average age of consumers being 42 years. Additionally, India's women are displaying growing appetite for such exclusive bike experiences with a 30:70 female-male ratio. Key source markets include India's metros such as Bengaluru, Mumbai, Pune, Ahmedabad and NCR; also Tier 2 markets including Chandigarh and Surat.

Mr. Rajeev Kale, President and Country Head – Leisure Travel, MICE, Thomas Cook (India) Ltd. said, *"India's travel mantra is increasing about off-beat, Instagram worthy experiences. And at Thomas Cook India we've observed an over 30% growth in demand for outdoor-adventure travel, with motorbike trips being a significant new trend. In order to leverage this opportunity, we've launched our unique Bike Trips starting at an attractive price of Rs. 22 999 from 6-13 days across spectacular terrains from Himachal to Ladakh to Bhutan.*

What is interesting is that this demand is not limited to millennials, but is in fact driven by corporate India's 35-55 age group. The sheer magnitude of the journey, amidst stunning natural vistas exudes a unique spirituality – and we welcome our customers on a journey that will be etched in their minds forever!

Thomas Cook (India) Ltd.

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Mumbai - 400 013.
Board No.: +91-22-4242 7000
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About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Ltd. (TCIL) is the leading 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, Value Added Services, Visa and Passport services and E-Business. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied T Pro, Australian Tours Management, Desert Adventures, Luxe Asia, Kuoni Hong Kong, Sterling Holiday Resorts Limited, TC Forex, Distant Frontiers, TC Tours, TC Visa, Travel Circle International Limited, Ithaka, Digiphoto Entertainment Imaging (DEI), 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 29 countries across 5 continents, a team of over 9700 and a combined revenue in excess of Rs. 6718.7 Cr. (over \$ 0.96 Bn.) for the financial year ended March 31, 2019.

TCIL has been felicitated as the **Best Outbound Tour Operator at the Outlook Traveller Awards 2020, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2018 & 2019 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management Awards 2018, Best Outbound Tour Operator at the SATTE awards 2019, Excellence in Domestic Tour Operations at the SATTE Awards 2018, Best Travel Entrepreneur of The Year at TTG Travel Awards 2017, The French Ambassador’s Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers’ Travel Awards from 2011 to 2019.**

CRISIL has reaffirmed the rating on debt programmes and bank facilities of Thomas Cook (India) Ltd at 'CRISIL AA-/Stable 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

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is engaged in property and casualty insurance and reinsurance and investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, 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) Ltd.: Sterling Holiday Resorts Limited, wholly owned subsidiary of TCIL is engaged in time share and resort business.

SOTC Travel Limited, wholly owned subsidiary of TCIL is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation India (TCI), a brand owned by TCIL through its wholly owned subsidiary company, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

Thomas Cook India Group holds a 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:

Thomas Cook India Limited: Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in
Communicate India: Kapil Daryani, +91 99872 10099, kapil@communicateindia.com | Natasha D'souza +91 98673 88748, natasha.d@communicateindia.com

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office: A Wing, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400 013.

Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

Email id: enquiry@in.thomascook.com | CIN No.: L63040MH1978PLC020717

www.thomascook.in