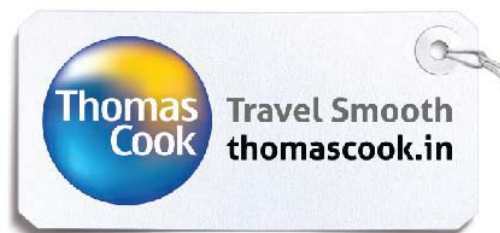


**Thomas Cook (India) Ltd.**  
Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717

A FAIRFAX Company



2nd 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 2, 2020 titled: *“Thomas Cook India identifies key growth drivers for Women’s Travel; Releases its Women’s Travel Report 2020 highlighting the shift in women’s travel choices ahead of International Women’s Day.”*

This is for your information and records.

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

AMIT  
JYOTINDRA  
PAREKH

Digitally signed by  
AMIT JYOTINDRA  
PAREKH  
Date: 2020.03.02  
15:26:49 +05'30'

Amit J. Parekh  
*Company Secretary and Compliance Officer*

Encl.: a/a

## News Release

### **Thomas Cook India identifies key growth drivers for Women's Travel Releases its Women's Travel Report 2020 highlighting the shift in women's travel choices ahead of International Women's Day**

#### **Women account for the fastest growing travel segment in India**

- Key growth drivers: adventure (33%), unique locales-experiences (35%), spa-wellness (26%)
- Solo travel witnesses a 15% growth in demand

**Mumbai, March 2, 2020:** Thomas Cook (India) Ltd., India's leading integrated travel services company, released its **Women's Travel Trends Report 2020** highlighting a strong **32%** growth in travel demand, across leisure and b-leisure trips. Displaying a clear shift from conventional to the off-beat, India's women are travelling as a means to disconnect, unwind and enrich themselves. From culture rich experiences to adrenaline infused outdoor adventures, they are setting out to discover the world!

**The desire to explore new destinations-unique experiences** is a significant driver across **35%** of women, with Thomas Cook India's report highlighting appetite for non-standard destinations/stay experiences (igloos in Finland, bubble-stays in Thailand, tree houses in Malaysia or a historical chateau in France); experiences like Muay thai kick boxing in Thailand, appreciating the science behind coffee/tea while staying at plantations in Karnataka/ Assam or heady wine-cuisine experiences in Bordeaux/Champagne, etc.

**Outdoor and adventure experiences** are seeing a surge of **33%** from India's women travellers, with Thomas Cook India revealing their strong interest in adrenalin highs of sky diving and white/black water rafting in New Zealand, F1 drives around the Yas Marina circuit, bungee jumping off South Africa's Bloukrans Bridge, Malaysia's island to island zip-lining, the Skyline Luge in Sentosa, to outdoor fun while mangrove kayaking in Abu Dhabi, hiking in Canada, self-drives in the UK, Ireland and New Zealand or earning a PADI certification in the Andamans, etc.

**Girl Gang Travel:** Apart from family breaks, a rising trend is the **25%** growth in demand for girl gang travel. While metro cities like Mumbai, Delhi and Bengaluru are key contributors, tier 2-3 cities of Chandigarh, Nagpur, Kochi and Ahmedabad are emerging well. With milestone celebrations like 'friendversaries', bachelorettes, first pay-checks, etc. women are travelling with their BFFs and kitty groups on cruises, for pool parties in Las Vegas, sundowners in Miami, self-drive weekends in Wales/Scotland, high end shopping with a personal shopper in Paris/Dubai, Singapore's eat street markets, beach breaks at Malaysia's Redang Island.

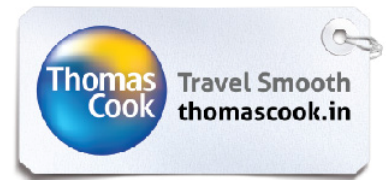
**Solo Travel:** With a demand of **15%** from solo women travellers, Thomas Cook India has observed interest primarily from millennials (72% of the pie), driven strongly by experiences, the freedom of planning their trip their way and self-discovery. The preferred choice of first time solo women travellers is destinations closer home like Goa, Hampi, Rann of Kutch, Udaipur, Pondicherry, Coorg, Kovalam. International favourites include Abu Dhabi, Dubai, Singapore, Bhutan (short-haul); France, UK, Canada, Australia, New Zealand, Switzerland (long haul).

**Culture & Cuisine:** Thomas Cook India has observed that **20%** women are keen to engage with local communities, also indulge in cultural and gastronomic experiences: local village experiences in Laos, creole cooking lessons in Reunion Island, a Le Cordon Bleu programme in Paris, whiskey trails in Japan/Ireland; experiencing local coconut oil production in Bali and cooking with local chefs in Malaysia/Italy's Tuscany, etc.

**Wellness Tourism:** With a **26%** growth in demand for **wellness tourism** women travellers are investing in self-care holidays to rejuvenate/ take a break. Stay-cations in city hotels, yoga-ayurveda in Kerala, spa wellness in Indonesia/Fiji; temple-stays amidst Korea's serene mountains... are some of the popular wellness experiences. Wellness tourism is emerging as a preferred option among travellers in the 30-55 years age group.

## 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



A FAIRFAX Company

**Mr. Rajeev Kale, President & Country Head Leisure Travel & M.I.C.E, Thomas Cook (India) Limited** said, *“Women are displaying a strong and growing appetite for travel and at Thomas Cook India we have observed a 32% growth in demand: experience led, group driven (girl gang reunion tours, bachelorette parties, etc.) as well as from solo travellers - pushing us to curate unique itineraries to suit their requirements. While India’s metros like Bengaluru (23%), Mumbai (20%), Delhi (18%), Hyderabad (15%) are driving demand, Tier 2-3 cities like Chandigarh (23%), Ahmedabad (22%), Nagpur (25%) and Kochi (18%) are also emerging well.”*

He added, *“To catalyze demand from women travellers, we have launched attractive packages starting at Rs. 9999/- to destinations like Goa, Himachal Pradesh, Andamans, Tamil Nadu, Kerala, Rajasthan, Bhutan, Sri Lanka, Maldives, Mauritius, Abu Dhabi, Dubai and Indonesia.”*

As a special online offer\*, women travellers can avail of Rs. 5000\* off on Thomas Cook India’s select women only tours during March 2020. (For more details log onto [thomascook.in](http://thomascook.in))

*\*Terms and conditions apply.*

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office: A Wing, 11<sup>th</sup> 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](mailto:enquiry@in.thomascook.com) | CIN No.: L63040MH1978PLC020717

[www.thomascook.in](http://www.thomascook.in)

## 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



A FAIRFAX Company

**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, Digiphotography 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 TTTG 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 TTTG 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](http://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](mailto:suzanne.pereira@thomascook.in)

Communicate India: Kapil Daryani, +91 99872 10099, [kapil@communicateindia.com](mailto:kapil@communicateindia.com) | Natasha D’souza +91 98673 88748, [natasha.d@communicateindia.com](mailto:natasha.d@communicateindia.com)

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Corporate Office: A Wing, 11<sup>th</sup> 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](mailto:enquiry@in.thomascook.com) | CIN No.: L63040MH1978PLC020717

[www.thomascook.in](http://www.thomascook.in)