

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



March 12, 2021

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 12, 2021 titled "Thomas Cook India bullish on the MICE segment - Conducts First Physical MICE Travel Mart in Delhi in partnership with Marriott International & Tourism New Zealand."

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

## News Release



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# Thomas Cook India bullish on the MICE segment Conducts First Physical MICE Travel Mart in Delhi in partnership with Marriott International & Tourism New Zealand

**Mumbai, March 12, 2021:** With the roll-out of the vaccine ushering in positive corporate sentiment, Thomas Cook (India) Limited, India's leading integrated travel services company, has set its sights on the re-start of MICE travel. In a focussed initiative aimed at building corporate confidence in MICE, the company conducted a unique physical corporate outreach at JW Marriott Aerocity - tapping into the strong market potential of NCR & North India. The event themed The Art of Travel, in partnership with Marriott International and New Zealand Tourism, showcased the Thomas Cook India *Assured-Insured-Secured* program, together with Marriott International's *Commitment to Clean* to ensure reassurance from a health and safety perspective.

The event witnessed strong participation from over 48 leading multinational corporations and Indian corporate houses across sectors that included BFSI, automobiles, electronics, manufacturing, export, etc.

The inaugural address was delivered by Mr. Indiver Rastogi, President & Group Head - Global Business Travel - Thomas Cook (India) Limited and the keynote address by Mr. Jatin Khanna, Market Vice President - North India, Bhutan and Nepal, Marriott International. An engaging panel discussion on the future of MICE Travel was moderated by Mr. Rajeev Kale, President & Country Head - MICE, Holidays, Visa, Thomas Cook (India) Limited. Given the significant domestic opportunity in the face of limited re-opening of borders, Thomas Cook India's MICE Travel Mart featured the diversity of Destination India's MICE locales and exceptional experiences - countrywide. Thomas Cook India's MICE team also showcased its eclectic #NextInMICE portfolio – customisable based on the corporate requirement/s.

With renewed corporate interest in international travel, the event introduced destinations like New Zealand – a favourite with the premium MICE segment. The New Zealand Tourism Board Country Head, Ms. Neha Bhola, welcomed the participants and presented unique experiences together with MICE focussed programs/incentives to benefit India's corporates once borders reopen.

**Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited** said, *“Following the resounding success of our first MICE Travel Mart in Mumbai, we had received strong interest from our NCR & North India based corporates. And I am truly delighted with the strong participation for our first physical event in Delhi since lockdown – with over 48 corporates attending. We’ve received unprecedented demand for our #NextInMICE products and our comprehensive Assured Safe Travel Program in partnership with Apollo Clinics, has worked very well to build confidence in MICE travel. We are truly grateful to Marriott and New Zealand Tourism who have partnered with us in this innovative platform that has created invaluable space for insightful discussions and one-on-one interactions.”*

**Mr. Neeraj Govil, Senior Vice President of Operations, APEC, Marriott International** said, *“MICE is a key driver of economic, intellectual and cultural growth. With the MICE industry gradually opening up across markets, our partnership with Thomas Cook India has turned out to be extremely beneficial in restoring guest's confidence for business travel. Where historically events followed a certain set pattern of operation, Covid has forced the industry to completely rethink and reimagine the way meetings and events should be conducted today. Domestic tourism is currently at its peak and customers are constantly looking for services that work best with socially distanced norms. The MICE Travel Mart addressed accurate measures that*

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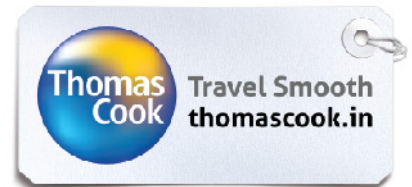
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*support the recommencement and continuation of this vital industry, keeping in mind the recalibrated approach for travellers who now feel confident about stepping out for business.”*

**Mr. Steven Dixon, Regional Trade Marketing Manager, Asia, Tourism New Zealand** said, *“New Zealand’s stunning scenery, unique Māori culture, and outstanding visitor experiences help to create a memorable event. World-class venues, from purpose-built convention centres to international hotel brands, provide the infrastructure and service for smooth organisation. New Zealand’s warm welcome is a source of national pride, and our dramatic landscapes and lively cities offer some of the world’s most awe-inspiring experiences. New Zealand has something to offer groups of all sizes and tastes. From exhilarating jet boat safaris, breathtaking glow-worm caves and world-class golf courses to award winning cuisine and fascinating Māori culture. New Zealand is the perfect place for high performers to relax and recharge. And because it’s compact, it’s easy to pack a lot into your incentive programme, meaning participants get to experience a lot in one trip. We are pleased to partner with Thomas Cook India to build engagement and deliver quality incentive experiences for corporates. We look forward to maintaining a strong relation with the company as we continue to expand our reach in-market.”*

**Mr. Puneet Anand, Associate Vice President & Group Head, Corporate Affairs and Corporate Communications, Hyundai Motors India Limited** said, *“I am delighted to be part of Thomas Cook India’s MICE Travel Mart and happy to see so many people attend. While COVID-19 has pushed us to re-look at the use of technology in the world of MICE, going forward we will see a growing mix of phygital events. As all of us get more confident to participate in the new normal, the health and safety measures put in place by Thomas Cook India and Marriott International help us with a renewed sense of confidence and we look forward eagerly to our future events.”*

**Assured Insured Secured Program:** To ensure health and safety of customers, Thomas Cook India has put together a holistic three pronged customer confidence-building program in the form of **Assured-Insured-Secured** that covers every aspect of physical safety as well as mental and financial security to give the customer complete peace of mind. The company has launched several meaningful initiatives: The **Assured Safe Travel Program** and **Doctor on Call** 24x7 service in partnership with Apollo Clinics; India’s first **Safe Holiday Helpline**, a free service offering expert guidance & assistance for safe holiday planning, visa assistance, country specific updates, on-ground health and safety measures, health certification, etc. and seamless **COVID-negative certification services** via a tie up with ICMR accredited labs.

**About Thomas Cook (India) Limited:** Set up in 1881, Thomas Cook (India) Limited (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 Travel, 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 25 countries across 5 continents, a team of over 8388 and a combined revenue in excess of Rs. 6948.3 Cr. (over \$ 0.93 Bn.) for the financial year ended March 31, 2020.

TCIL has been felicitated with **CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021, 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, Silver award for Asia’s Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards, 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, The French Ambassador’s**

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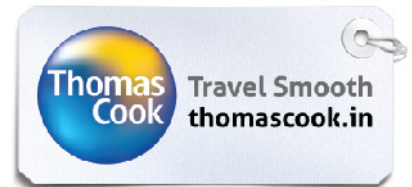
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### **Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.**

CRISIL has revised the rating on debt programmes and bank facilities of Thomas Cook (India) Limited to 'CRISIL A+/Negative 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) Limited:** 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.

TCI, a brand owned by TCIL of its wholly owned subsidiary company - Travel Corporation (India) Limited, 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:**

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Joyce Fernandes | +91 98922 20141 | [joyce.fernandes@thomascook.in](mailto:joyce.fernandes@thomascook.in)

#### **About Marriott International**

Marriott International, Inc. (Nasdaq: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than 7,500 properties under 30 leading brands spanning 132 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers Marriott Bonvoy™, its highly-awarded travel program. For more information, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com). In addition, connect with us on [Facebook](#) and @MarriottIntl on [Twitter](#) and [Instagram](#).

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