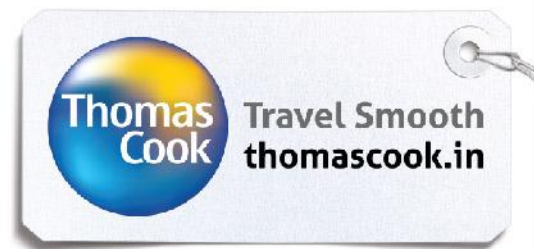


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
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17th September, 2020

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 17th September, 2020 titled “Thomas Cook India & SOTC partner with India’s favourite storyteller Amar Chitra Katha - Launch enchanting Great Indian Journeys, Bring alive India’s vibrant heritage”.

This is for your information and records.

Thank you,

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

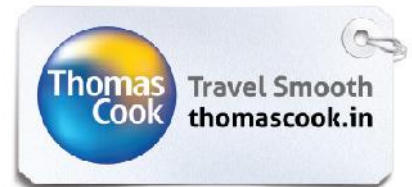
Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

Thomas Cook (India) Ltd.

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Mumbai - 400 013.
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News Release



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Thomas Cook India & SOTC partner with India's favourite storyteller Amar Chitra Katha Launch enchanting *Great Indian Journeys* Bring alive India's vibrant heritage

- Handpicked destinations and experiences curated by Holiday Experts
- Unique and appealing comic format
- Beloved historical characters form the sutradhar/guide on each epic journey

Mumbai, September 17, 2020: Thomas Cook (India) Ltd., India's leading integrated travel services company and its Group Company, SOTC Travel Ltd., have partnered with India's favourite storyteller, Amar Chitra Katha, to take travellers on an enchanting journey through time, re-living India's vibrant history and culture with the launch of its **Great Indian Journeys**. Much loved historical characters have been hand-picked to act as a personal guide through each epic journey, including - Birbal (the witty/wise advisor of Mughal emperor, Akbar), Tenali Raman (poet and social thinker of the mighty Vijayanagar empire), Sudama (childhood friend of Lord Krishna) and Chetak (Rana Pratap's true war horse and faithful companion).

The itineraries carefully curated by Thomas Cook India and SOTC's holiday experts and creatively illustrated via graphic comic strips in the distinctive Amar Chitra Katha style, present India's young explorers and parents with an engaging format to discover India's rich heritage and iconic attractions – in a very special route to their roots.

The **Great Indian Journeys** welcomes travellers on a voyage of discovery via an easy paced 4-5 day itinerary through locales steeped in history - Chittorgarh, Kumbhalgarh, Udaipur, Mathura, Hampi, Delhi, Agra and more - that chronicle India's golden ages. Each itinerary incorporates exclusive elements such as: personalised storytelling sessions around favourite historical characters, spectacular sound & light shows, local culinary experiences, and more.*

In addition, **customer benefits include:**

1. Quality accommodation options with daily breakfast
2. Private transfers in AC vehicles
3. Affordable pricing starting at Rs.19 999.00*
4. Flexible cancellation options & a minimal booking deposit
5. Easy payment and EMI options
6. Meticulous health & safety under the Company's [Assured Program](#) in partnership with Apollo Clinics
7. Additionally, [COVID-negative certificate facilitation services](#) are also available
8. A 3-month gift subscription to both – the Amar Chitra Katha and the Tinkle Comics Reading Apps worth Rs. 1 150.00

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd. said, *“Children have emerged as clear decision makers when it comes to holidays! So, in a strategic initiative to engage with this powerful segment and bring alive India's rich heritage, we are delighted to announce our partnership with Amar Chitra Katha to present **Great Indian Journeys**. Vibrant itineraries have been designed by our holiday experts to showcase epic journeys with a child-friendly format of Amar Chitra Katha's graphic comic strips.”*

He added, *“Travel is a great storyteller and our Great Indian Journeys endeavour to bring India's history to life with much loved characters as personal guides/narrators. Starting at an attractive price of Rs. 19 999.00*, the selection of enchanting experiences across historical destinations like Chittorgarh, Kumbhalgarh, Udaipur, Mathura, etc. offer a delightful combination of fun and learning/discovery, while also ensuring a memorable family holiday.”*

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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

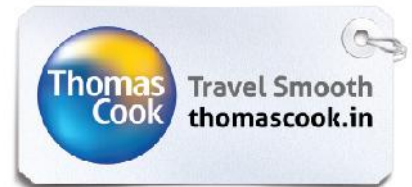
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Email id: enquiry@in.thomascook.com | CIN No.: L63040MH1978PLC020717

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He added, “Our **Assured Program** in partnership with Apollo Clinics ensures meticulous health & safety protocols across every touch-point and to further assist our customers, we have tied up with ICMR accredited labs to offer seamless end-to-end **COVID-negative certification services** with contactless facilitation – across India. Our **Safe Holiday Helpline** is yet another meaningful consumer initiative - a free service to support customers in safe holiday planning.”

Click [here](#) to book

Mr. Daniel D’souza, President and Country Head, Leisure, SOTC Travel said, “At SOTC Travel, we continue to believe in bringing families closer and creating their best memories with us. India’s favourite comics- Amar Chitra Katha plays an important role while growing up and has become an integral part in shaping a million childhoods. The **Great Indian Journeys** gives our travellers an opportunity, to reconnect and relive their fondest childhood memories with their children and families, by visiting India’s most iconic historical places. These specially designed itineraries, in the form of creative graphic comic strips, bring to life a unique combination of edutainment devoted to Indian culture and history. Through the **Great Indian Journeys**, we continue to help create delightful holiday experiences for our customers.”

He added, “To ensure health and safety for travellers, we have associated with ICMR accredited labs across India to provide a first of its kind **COVID-negative certification services**. This, along with our **Assured Program** in partnership with Apollo Clinics, have been incorporated in every holiday proposition for a hassle-free journey for all our customers. To further assist our customers, we have launched **India’s first Safe Holiday Helpline**, a free service to the public - offering expert guidance & assistance for safe holiday planning, visa assistance, country specific updates, on-ground health and safety measures, travel documentation, health certification, etc.”

Click [here](#) to book

**Terms and conditions apply*

Ms. Preeti Vyas, CEO and President, Amar Chitra Katha said, “As India’s favourite storytellers, our vision at Amar Chitra Katha has always been to inspire children and families through our vibrant stories about India’s glorious past and culture. The Great Indian Journeys by Thomas Cook India & SOTC, is an exciting collaboration which offers families a unique opportunity to directly experience and engage with India’s heritage through these specially-curated & memorable family holidays. Amar Chitra Katha has been telling stories for over 53 years and has always been a ‘route to your roots’.

She added, “As we firmly establish ourselves in the digital age, we are passionate about taking our founder Mr. Anant Pai’s legacy forward, by reaching out to our audiences via multiple platforms and experiences, including, films, apps, games and videos to tell India’s stories. Our association with SOTC-Thomas Cook is another powerful step in enabling Indian families to experience our stories real-time, not just in 2D or 3D but indeed in 5D, with emotions, feelings and a sense of awe. Through this new property - The Great Indian Journeys, travellers can be assured of the finest travel experience combined with authentic and vibrant depiction of itineraries through storytelling; which is the hallmark of Amar Chitra Katha.”

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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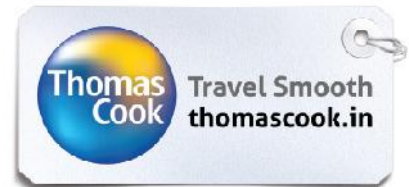
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About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Ltd. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure 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, 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 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 **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, 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 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-/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

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
Joyce Fernandes | +91 98922 20141 | joyce.fernandes@thomascook.in

About SOTC Travel: SOTC Travel Limited (Formerly SOTC Travel Pvt. Ltd.) is a step-down subsidiary of Fairfax Financial Holdings Group; held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel and Foreign Exchange. SOTC was established in 1949. Since then, it has escorted lakhs of travellers across the globe for more than 70 years to various destinations around the world. A new age innovative holidaymaker, SOTC strives to make holidays a priority for every Indian. 'We are for holidays' and we want Indians to prioritize their holidays.

Media Enquiries:

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SOTC Travel Limited: Bineeta Mehta | +91 99209 62470 | bineeta.mehta@sotc.in
Neha Dcunha | +91 98926 63010 | neha.dcunha@sotc.in

About Amar Chitra Katha Pvt. Ltd.

Amar Chitra Katha was founded in 1967 by Anant Pai and is a household name in India. It is synonymous with the visual reinvention of Indian stories from the great epics, mythology, history, literature, oral folktales and many other sources.

Today, Amar Chitra Katha is a cultural phenomenon, boasting of more than 400 comics in 20+ languages that have sold over 100 million copies to date. With more than 1.5 million copies sold every year, Amar Chitra Katha is the undisputed leader in the children's publishing segment in India. In the digital age, Amar Chitra Katha and Tinkle Comics are engaging audiences via multiple platforms, formats and experiences, including, print, films, apps, games and videos to tell India's stories.

Media Enquiries:

Rituja Sawant | +91-98205 30034 | rituja.sawant@ack-media.com
Priyanka Gupta | +91-9831191097 | priyanka.gupta@ack-media.com

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