

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



24th February, 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 24th February, 2021 titled "Thomas Cook India focusses on the Domestic MICE opportunity - Launches India's first physical MICE event in partnership with Marriott."

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
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News Release



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Thomas Cook India focusses on the Domestic MICE opportunity Launches India's first physical MICE event in partnership with Marriott

Mumbai, February 24, 2021: With a sharp focus on the restart of MICE travel, Thomas Cook (India) Limited, India's leading integrated travel services company, launched a strategic corporate outreach – India's first such physical MICE event since lockdown, in partnership with Marriott International. The event, aimed at bringing back confidence in MICE travel, saw active participation from over 80 of India's leading corporates. Thomas Cook India's *Assured-Insured-Secured* program, together with Marriott International's *Commitment to Clean*, served to build confidence and add reassurance towards MICE travel in the new normal.

The keynote address was delivered by Mr. Madhavan Menon, Chairman and Managing Director, Thomas Cook India and Ms. Ranju Alex, Market Vice President, West India - Marriott International.

Destination India presents a significant yet underleveraged opportunity for the MICE sector and to inspire MICE decision makers, Thomas Cook India's MICE event in partnership with Marriott International, was themed, *'Discover the World in Incredible India'*. The inaugural address by Mr. Menon and Ms. Alex, was followed by an insightful panel discussion that deliberated on the future of MICE travel - moderated by Mr. Rajeev Kale, President & Country Head - MICE, Holidays, Visa & Passport Services, Thomas Cook India. The vibrant interaction included dialogue around the potential of India as a MICE destination, digital, physical and hybrid MICE programs and the new travel normal for MICE.

An interactive MICE Travel Mart was then inaugurated, offering the corporates an opportunity to interact with over 20 participating Marriott hotels that represented top MICE locales across India; also Dubai & Thailand. Each Marriott representative presented a range of offerings/USPs of their respective hotel with personalised options to support the corporates in booking their next incentive/conference in India. The New Zealand Tourism Board was present to highlight their MICE programs and welcome India's travellers back once borders are reopened for the destination.

The Corporates present were given a preview of Thomas Cook India's innovative **#NextinMICE portfolio**:

- Dream Voucher: an exclusive selection of travel vouchers to delight top performers and partners
- Digital Events & Engagements: strategically designed with cutting edge technology to inspire and deliver precise objectives
- Staycations/Meetings Around the Corner: experiential venues within driving distance from all major metros
- Gourmet Genie: personalised dining experiences at one's doorstep
- Strategic Communication and Collateral Design: innovative solutions and designs

Cuisine forms an intrinsic element of every MICE tour and hence the corporates were presented with eclectic dining experiences that represented the best of India's famed cuisines; also cosmopolitan flavours crafted by Marriott's expert team of chefs.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *"I am delighted with the overwhelming corporate attendance and participation for the first of its kind physical, MICE-focused event. This valuable partnership with Marriott is aimed at inspiring our corporate decision makers and building confidence in travel – while simultaneously putting the spotlight on incredible India. The in-person format created a vibrant platform for discussion and innovation and has been valuable in addressing queries for MICE travel in the new normal. Given its success, we hope to spearhead many more initiatives in the near future."*

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.

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Mr. Neeraj Govil - Senior Vice President of Operations, APEC, Marriott International said *“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. Given the impact and the transient phase of travel, the reinvention of MICE will be a definitive focus in the new normal. 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 keeping in mind the recalibrated approach for travellers who now feel confident about stepping out for business.”*

Mr. Navin Tewari, CEO - Capital Foods, said, *“The MICE Travel Mart by Thomas Cook India and Marriott International was very well organized and left us with a fantastic feeling about the future of physical MICE events. The teams took great care to ensure that all the necessary health and sanitation precautions were in place. As an organization, we value face to face interaction that helps us create stronger bonds with our team members. With limited international borders being reopened, why should I not explore fantastic experiential destinations in Incredible India as showcased by Thomas Cook India? And this event has certainly helped us with great insights into the new normal for MICE making us more confident of our future bookings and reassured that we have the best travel partner in Thomas Cook India.”*

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 **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 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) Ltd 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

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.

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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.

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>

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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, and for the latest company news, visit www.marriottnewscenter.com. In addition, connect with us on [Facebook](#) and @MarriottIntl on [Twitter](#) and [Instagram](#).

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