

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

25th January, 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 25th January, 2021 titled *“Thomas Cook India inks strategic agreement with Destination Maldives – Agreement with Maldives Marketing & Public Relations Corporation to enhance visibility-visitations to the Maldives”*.

This is for your information and records.

Thank you,

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

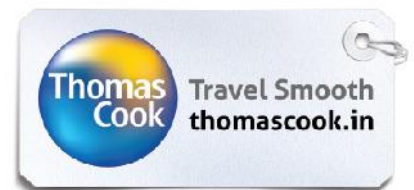
Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

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News Release



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Thomas Cook India inks strategic agreement with Destination Maldives Agreement with Maldives Marketing & Public Relations Corporation to enhance visibility-visitations to the Maldives

Mumbai, January 25, 2021: In a focussed initiative to give fillip to travel to the Maldives, Thomas Cook India, India's leading integrated travel services company has signed a strategic agreement with the Maldives Marketing and Public Relations Corporation to enhance visibility and visits to the destination.

Given positive consumer sentiment due to announcements on the vaccine and significant lockdown fatigue, Thomas Cook India's [Holiday Readiness Report \(December 2020\)](#) reveals that international destinations are seeing a marked upward demand trajectory with 48% of respondents keen to take an international holiday in 2021. Consumer interest in short haul destinations, including the Maldives, is significant at 50%.

With Maldives having re-opened its borders in July 2020, Thomas Cook India has witnessed an encouraging increase in demand/interest. To catalyse this demand, its strategic agreement with the Maldives Marketing and Public Relations Corporation intends to create high visibility and steer India's demand potential towards Maldives. And Maldives holds special appeal for Indians: from its pristine blue waters, stunning panoramic vistas, exotic marine life and exciting-fun water sports to its exclusive island resort stays with unique water bungalows/ocean villas. It is also a preferred destination for the celebration of special occasions, weddings and honeymoons as well. Thomas Cook India intends to extend its marcom to its wide range of viable consumer segments across Leisure, B-Leisure and Corporate MICE spanning India's metros as well as Tier 2 & 3 source markets.

Thomas Cook India and the Maldives Marketing and Public Relations Corporation's strategic agreement will deepen the relationship between both parties, and leverage this to spotlight Maldives as a preferred destination that promises a relaxing holiday with a diversity of exciting experiences. The partnership will also ensure a reiteration of safety and hygiene – a key aspect to build consumer confidence in travel in the COVID-era.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd. said, "We are delighted to partner with the Maldives Marketing and Public Relations Corporation to jointly promote Maldives as destination of choice for our range of Indian traveller segments - including millennials, young working professionals, ad-hoc groups of friends and families. The Maldives has been an aspirational destination for Indians and our strategic intent will focus on highlighting the benefits/USPs of easy access and a free visa-on-arrival process, coupled with its eclectic vibe, stunning natural vistas and exclusive resorts to steer consideration towards Maldives and drive demand."

Mr. Thoyyib Mohamed, Managing Director of Maldives Marketing and Public Relations Corporation said, "We have selected Thomas Cook India – India's leading and highly respected tour operator – to commence our activation in the high potential Indian market. Currently, India ranks second among the key arrival markets to Maldives. We expect that this partnership will increase arrivals from a range of Indian traveller segments. We would like to highlight that Maldives is not just a honeymoon destination, it offers a variety of experiences for a diverse range of travellers. We are definitely delighted to commence this collaboration and hope that our efforts in marketing Maldives, and improving the relationship between the two parties, will be successful."

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 the **Assured-Insured-Secured** that covers every aspect of physical safety as well as mental and financial security to give

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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

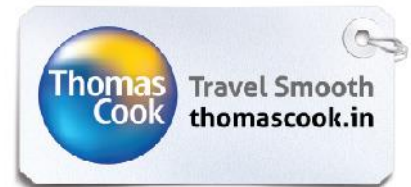
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

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

www.thomascook.in

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the customer complete peace of mind. The company has launched several meaningful initiatives: **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) 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 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.

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.

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>

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