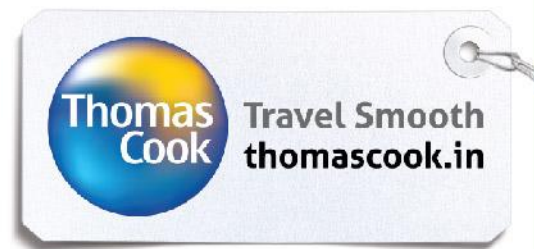


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
A FAIRFAX Company



August 25, 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 August 25, 2020 titled “Thomas Cook India joins hands with PAYBACK India, the country’s largest multi-brand rewards & loyalty program”.

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 joins hands with PAYBACK India, the country's largest multi-brand rewards & loyalty program

- All PAYBACK India members can now earn and redeem points on Thomas Cook India's range of India & International Holidays
- PAYBACK points earned on leading brands across shopping, entertainment, fuel, etc. can be redeemed for additional savings on a Thomas Cook holiday
- Extends Thomas Cook India's reach to PAYBACK India's extensive 100 million+ member database

Mumbai, August 25, 2020: Thomas Cook (India) Ltd., India's leading integrated travel services company has partnered with PAYBACK India, the country's largest multi-brand rewards & loyalty program, to offer attractive loyalty benefits to its customers - enabling them earn and redeem points on every Thomas Cook holiday purchase; additionally, earn points via spends on PAYBACK India's partners (across leading brands including American Express, ICICI Bank, Big Bazaar, Central, Hindustan Petroleum, BookMyShow, Amazon, Flipkart etc.) to redeem and save on their next holiday booking with Thomas Cook India. This alliance serves to extend Thomas Cook India's reach to PAYBACK's 100 million+ member base, giving this new set of customers the benefit of redeeming points on Thomas Cook India's extensive range of domestic and international holidays.

According to a recent KPMG International [report](#), 84 per cent of Indian respondents believe in loyalty programmes and are more likely to buy new products offered by a company. Thomas Cook India's partnership with PAYBACK India, therefore, aims to create a symbiotic universe of consumer loyalty and rewards across multiple touch points in the customer's journey.

Consumer Benefits of the Thomas Cook - PAYBACK India Partnership:

- Earn 8 PAYBACK points on every Rs. 100 spent on a Thomas Cook Holiday booking
- Redeem PAYBACK points against your next holiday purchase with Thomas Cook
- Earn/Redeem points across PAYBACK India's wide range of in-store/online partners and on a Thomas Cook Holiday – across India and International tours

Simple 3 Step Process:

1. Enter your linked PAYBACK mobile number when you book on Thomas Cook India's holidays
2. Earn PAYBACK points on every booking
3. Quote your 4-digit PIN to redeem PAYBACK points for additional savings.

For more details, [click here](#)

Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation - Thomas Cook (India) Ltd. said, *"In line with our Customer First strategy at Thomas Cook India, we aim to create exceptional value and deliver consistent customer delight. And so, in a market cluttered with standalone loyalty offers, we are delighted to announce our partnership with PAYBACK India, the country's largest multi-brand loyalty program to benefit our customers by earning on every holiday booking and saving on the next; also empowering PAYBACK's members with the advantage of redeeming their points across our range of attractive Thomas Cook India and International holidays!"*

He added, *"At Thomas Cook India, we will also leverage PAYBACK India's 100 million+ member base to further our strategy of customer acquisition and engagement for our Holidays business, as also towards cross-selling of our extensive portfolio- including foreign exchange, visas and travel related services."*



Mr. Rijish Raghavan, Chief Operating Officer, PAYBACK India said, *“We are delighted to have a trusted travel brand like Thomas Cook India as our partner and with this, PAYBACK India further deepens its footprint in the travel industry. PAYBACK loyalty has always been about customer engagement, experience & rewards and in the post-Covid world, the essence of customer loyalty has only strengthened. Travel has been an important category for PAYBACK members and hence a relevant business vertical for us. This partnership will help further our objective of providing members another major avenue to accelerate accumulation of PAYBACK Points and give a seamless rewarding travel experience.”*

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, 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.

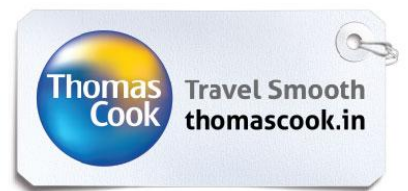
For more information, visit:

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



A FAIRFAX Company

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About PAYBACK India:

PAYBACK is India's largest multi-brand loyalty program offering its 100 Million+ members multitude of benefits. It has over 100 partners including affiliate brands participating in the PAYBACK Network across categories, in-store as well as online, namely American Express, ICICI Bank, Big Bazaar, Central, HomeTown, Brand Factory, HPCL, Bookmyshow, Cleartrip, Amazon, Flipkart and many more. With such a varied portfolio of partners, PAYBACK Members can earn points on everyday shopping and redeem for attractive rewards of their preference.

PAYBACK India has been a recipient of numerous awards, including 'Best Use of Partnership in a Loyalty Program & Best Big Data Analytics Team of the Year – Loyalty Summit in 2019', 'North India Best Employer Award 2018' conferred by World HRD Congress & CHRO, 'Best Card Based Loyalty Program', 'Best Use of Partnership in a Loyalty Program' & 'Best Big Data Analytics Team of the Year' at the Loyalty Summit in 2018 and many more.

For more information, please visit www.payback.in

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