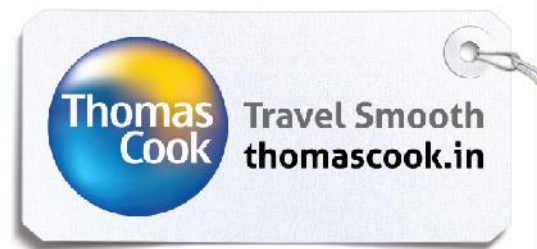


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717
A FAIRFAX Company



August 28, 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 28, 2020 titled “Thomas Cook India & SOTC announce a Virtual Mega Customer Event”.

This is for your information and records.

Thank you,

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

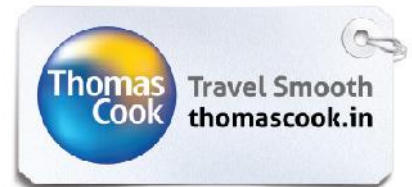
Amit J. Parekh
Company Secretary and Compliance Officer

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



A FAIRFAX Company

Thomas Cook India & SOTC announce a Virtual Mega Customer Event

**Fun Evening with ace comedian Atul Khatri
Exciting Holiday Auctions, Crazy Spot Offers, Free Travel Voucher of Rs. 5 000.00**

Mumbai, August 28, 2020: With India's lockdown resulting in strong pent-up travel demand, Thomas Cook (India) Ltd., and its Group Company, SOTC Travel Ltd., have announced an exclusive, virtual mega event – an engaging consumer connect that includes live bidding of holiday packages and acts by the ace comedian Atul Khatri, on Saturday, August 29. Thomas Cook India's **Relive the Dreams Mega Event** at 6 pm, offers an exclusive interaction with Bollywood star Boman Irani; SOTC's **Blockbuster Evening** follows from 8 pm onwards. This interactive virtual platform is aimed at catalysing bookings for future travel when borders reopen – inviting customers to a preview of a range of holiday specials, a fun-filled holiday bidding process, amazing spot offers and a free holiday voucher of Rs. 5 000.00 on registration - a unique experience from the comfort of their homes.

Displaying agility in adapting to the challenges of the lockdown, the teams at Thomas Cook India & SOTC have been at the forefront of pioneering initiatives, including innovations in their product-services portfolio and unique concepts aimed at customer engagement. From exciting social media contests and travel quizzes, a live *Lockdown Travel Awards* event with Bollywood celebrity Boman Irani, storytelling sessions with popular Marathi actor Subodh Bhawe, culinary experiences with the renowned chef Santosh Jori, to its *Virtual Outlets & Virtual Agent Network* and the first-of-its-kind *Virtual Holiday Roadshows*, the two brands have created meaningful opportunities to stay in touch with consumers.

The upcoming mega event reiterates the companies' Customer-First strategy with a vibrant and interactive fun-filled evening, strategically aimed at converting pent-up travel demand into bookings – across domestic and international holidays for when borders reopen. This unique digital initiative empowers customers with a convenient and contactless platform – to get an overview of newly launched holiday products, engage with holiday experts from the safety/comfort of their homes and avail of exciting spot offers, prizes and participate in an exclusive series of holiday auctions.

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Ltd. said, *"In line with our focussed Customer-First approach, we continue to explore distinctive opportunities to engage with our customers and so, I am delighted to present our exclusive virtual Relive the Dreams Mega Event, with the much loved Bollywood star, Boman Irani and ace comedian, Atul Khatri. Through this strategic initiative, we intend to showcase our exciting new product range and catalyze bookings via crazy deals/offers and a truly unique holiday auction – for both domestic and international tours. And to sweeten the deal, a free Rs. 5 000.00 holiday voucher awaits our customers!"*

[Click here](#) to register for Thomas Cook India's **Relive the Dreams Mega Event (6 pm onwards)**

Mr. Daniel D'souza, President & Country Head, Leisure, SOTC Travel said, *"In our continued endeavour to connect and strengthen our association with our past and prospective customers, we are extremely happy to host our first ever virtual Blockbuster Evening, with ace comedian Atul Khatri. Despite the current environment with rapidly changing consumer needs/trends, our teams at SOTC have gone all out in ensuring relevance - and this initiative allows us to understand and engage with our valued customers, while showcasing a range of innovative and exciting products and services."*

[Click here](#) to register for SOTC's **Blockbuster Evening (8 pm onwards)**

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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

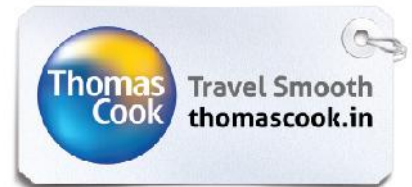
Registered Office: 324, Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

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

www.thomascook.in

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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:

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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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Neha Dcunha | +91 98926 63010 | neha.dcunha@sotc.in

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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