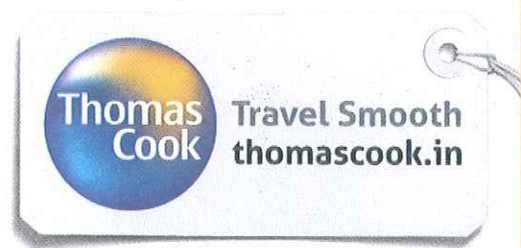


**Thomas Cook (India) Ltd.**  
A Wing, 11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Parel  
Mumbai 400 013  
Board No.: +91-22-4242 7000  
Fax No. : +91-22-2302 2864



A FAIRFAX Company

6th March, 2017

The Manager,  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Scrip Code: 500413  
NCRPS Scrip Code: 715022  
NCD Scrip Code: 949099, 952673, 952674,  
952675

Fax No.: 2272 2037/39/41/61

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  
NCRPS Scrip Code: Thomas Cook CRNCPS 8.50% 2022  
NCD: THC10.52; Thomas Cook 9.37% 2018 SERIES 1,  
Thomas Cook 9.37% 2019 SERIES 2 Thomas Cook  
9.37% 2020 SERIES 3  
Fax No.: 2659 8237/38

Dear Sir/ Madam,

Ref: Submission of information pursuant to Regulation 30(4) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

Sub: Press Release

We are enclosing herewith the Press Release dated March 06, 2017 titled: Thomas Cook India targets India's strongly emerging new decision makers -- Children! Launches unique "Theme Park Tours" to focus on this high potential segment.

This is for your information and records.

Thank you,  
Yours faithfully,  
For Thomas Cook (India) Limited

A handwritten signature in black ink, appearing to read "Amit J. Parekh".

Amit J. Parekh  
Company Secretary and Compliance Officer

Encl.: a/a

Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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

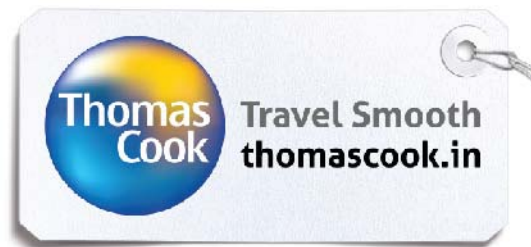
Registered Office : Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

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

www.thomascook.in

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

A FAIRFAX Company



Thomas Cook Press Office: 022  
42427380

# News Release

## Thomas Cook India targets India's strongly emerging new decision makers-- Children!

Launches unique "Theme Park Tours" to focus on this high potential segment

**Mumbai, March 6, 2017: Thomas Cook (India) Ltd.** India's leading integrated travel and travel related financial services company announced a strategic focus on children - India's powerful new segment of holiday decision makers. To leverage this strongly emerging potential, the company has launched an engaging series of 'Theme Park Tours', a unique concept designed to delight children with fun and exciting experiences centred around theme-parks across the globe.

While traditionally it has been parents who have played a key role in holiday plans, it is now the child who is emerging as a protagonist in family vacations and this fact was highlighted by an internal study conducted by Thomas Cook India, indicating that: 1) Families comprise a major share at 55% of Thomas Cook India's holiday consumer base 2) Parents admit that it is their children who now are the decision makers for family vacations 3) The combined force of peer pressure and 'pester power', is a powerful driver in holiday decisions. 4) Keeping children engaged is key to ensuring a relaxed time for family bonding while on holiday.

Insights from Thomas Cook India's survey also revealed that the influence of children extended right from the choice of destination/s, to the various experiences included. Theme parks registered number 1 on their "must-do" favourites.

Thomas Cook India's 'Theme Parks' portfolio was hence conceptualised to leverage this high potential segment and features attractions, rides and shows across a range of international destinations, including exciting elements like getting up close and personal with penguins, dolphins or pandas at Ocean Park, Hong Kong; Universal Studios Singapore's thrilling Transformers and Battlestar Galactica experiences or Toyland paradise at Legoland, Malaysia; adrenalin infused rides at Ferrari World and family fun at Yas Water World, Abu Dhabi; a magical experience of re-living your favourite Harry Potter moments or a tour of the Warner Bros Studios in London and breakfast with a favourite character like Scooby-Doo; Gold Coast, Australia's triple delight of Sea World, Movie World and Dream World; Dubai Parks & Resorts' movie magic via its Hollywood and Bollywood theme parks; Korea's Everland with its impressive parades, rides, gardens and firework displays; and of course the sheer diversity of Disneyland in France, Hong Kong and USA.

**Rajeev Kale, President and Country Head - Leisure Travel, MICE, Thomas Cook (India) Ltd.**, said, *"With children emerging as clear decision makers in family holidays, we were strategic in selecting Theme Parks as the hero of our series, to engage and delight India's children."*

He added, *"Our Theme Park Tours are a great way for the entire family to cherish wonderful memories together. While a large part of the activities are aimed at kids, amusement parks have now evolved into all-inclusive holiday destinations with hotels, spas and a host of facilities included. We believe that the Theme Park Tours by Thomas Cook India will offer a delightful combination of adventure & thrills while also ensuring much needed family bonding time"*

**Thomas Cook (India) Ltd.**

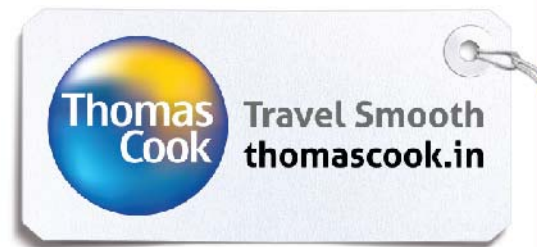
Thomas Cook Building, Dr. D. N. Road,

Fort, Mumbai - 400001

Board: +91-22-6160 3333

CIN: L63040MH1978PLC020717

A FAIRFAX Company



**FEATURED THEME PARKS:**

**Singapore**

Universal Studios – The only movie based theme park in South East Asia

**Malaysia**

Legoland Theme Park

Genting Theme Park

**Hong Kong**

Ocean Park a marine mammal park, oceanarium, animal theme park and amusement park

Hong Kong Disneyland – Covering 7 sections Main Street, U.S.A., Fantasyland, Adventureland,

Tomorrowland, Grizzly Gulch, Mystic Point, and Toy Story Land.

**Dubai**

IMG Worlds of adventure featuring Cartoon Network & Marvel – largest temperature controlled indoor themed entertainment destination in the world.

Dubai Parks & Resort, an integrated leisure and theme park destination featuring Motion gate –

Largest Hollywood inspired theme park in Middle East offer an immersive, thrilling journey into the world of film including DreamWorks, Columbia Pictures, Smurfs, and Lionsgate. Bollywood Parks – the first theme park in the world dedicated to all things Bollywood!

**Abu Dhabi**

Yas Island – Ferrari World and Yas Water World.

**Europe**

London – Warner Bros Studios: Harry Potter Experience

Paris – Disneyland

Brussels – Mini Europe

**USA**

Orlando – Disney World, Universal Studios, Disney's Magic Kingdom, Sea World

San Diego – Sea World

Los Angeles – Universal Studios Hollywood

**Australia**

Gold Coast – Movie World with Fire4 hire, Dream World, Sea World with helicopter ride

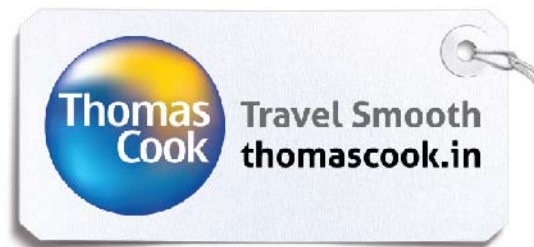
Sydney – Wet'n'Wild Sydney

**Korea**

South Korea – Everland and Lotte World



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



**About Thomas Cook (India) Limited:** 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, Insurance, Visa & Passport services and E-Business. The company set up its first office in India in 1881. TCIL's footprint (exclusive of its subsidiaries) currently extends to over 261 locations (including 21 airport counters) in 102 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 106 Gold Circle Partners and 112 Preferred Sales Agents in over 130 cities across India.

ICRA has retained the long-term rating of Thomas Cook (India) Limited's non-convertible debenture programme at 'ICRA AA/Stable'. CRISIL has assigned a long term rating of 'CRISIL AA- / stable' to the non-convertible debenture programme and long-term banking facilities, and a short-term rating of 'CRISIL A1+' to TCIL's banking facilities. Further, ICRA has retained the rating of 'ICRA AA- / Stable' on the Company's preference share programme.

Thomas Cook (India) Ltd has been voted as **Favourite Outbound Tour Operator at the Outlook Traveller Awards 2015; Best Tour Operator- Outbound** at the **CNBC AWAAZ Travel Awards 2015, 2014 & 2013; Best Company providing Foreign Exchange** at the **CNBC AWAAZ Travel Awards 2015 & 2014**; felicitated with The **French Ambassador's Diamond Award for Exemplary Achievements in Visa Issuance 2015 & 2016; Condé Nast Traveller Readers' Travel Awards 2016 to 2011. Thomas Cook India's Travel Quest** was honoured at **PATA Gold Awards 2015** and Thomas Cook India's **Centre of Learning** has received **IATA accreditation as Top 10 South Asia IATA Authorized Training Centers 2016, 2015, 2013 & 2012**. For more information, please visit [www.thomascook.in](http://www.thomascook.in)

Thomas Cook (India) Limited is promoted by Fairfax Financial Holdings Limited through its wholly-owned subsidiary, Fairbridge Capital (Mauritius) Limited and its controlled affiliates which holds 67.7%. Fairbridge is responsible for the execution of acquisition and investment opportunities in the Indian subcontinent on behalf of the Fairfax family of companies.

**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. The company is headquartered in Toronto, Canada and has a global presence in insurance and reinsurance, including ICICI Lombard (India). The company, founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa, has, over the past 30 years, demonstrated a strong and consistent financial track record. For the year ended December 31, 2015, the company increased book value per share at a compounded annual growth rate of 20.4% since its inception with a corresponding compounded annual increase in share price of 19.4%.

The company, through Thomas Cook (India) Ltd., owns 62.2% of Qess Corp Limited (formerly IKYA Human Capital Solutions Limited), a provider of integrated business services, and 100% of Sterling Holiday Resorts Limited (formerly Thomas Cook Insurance Services (India) Limited), a company engaged in time share and resort business.

**About Qess Corp Limited:** Qess Corp Limited (BSE: 539978, NSE: QUESS) is one of India's leading integrated business services providers operating in four broad segments: Global Technology Solutions, People and Services, Integrated Facilities Management and Industrial Asset Management. Headquartered in Bengaluru, it has pan-India presence with 65 offices across 34 cities, as well as operations in North America, the Middle East and South East Asia. As of December 31, 2016, it employed over 158,000 employees. For further details on Qess Corp Ltd. please visit: <http://www.quescorp.com>

**About Sterling Holiday Resorts Limited:** Sterling Holiday Resorts Limited, a leading holiday lifestyle company in India, was incorporated in 1986 with the vision of delivering great holiday experiences to Indian families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling Holidays has 27 resorts (1963 operational rooms) in 24 scenic holiday destinations in India.

In pursuance of the Order of Hon'ble High Court, Bombay, dated July 2, 2015 sanctioning the Composite Scheme of Arrangement and Amalgamation between Sterling Holiday Resorts (India) Limited (SHRIL) and Thomas Cook Insurance Services (India) Limited (TCISIL) and Thomas Cook (India) Limited (TCIL) and their respective shareholders and creditors (Scheme), the time share and resort business division and undertaking of SHRIL was Demerged into TCISIL and the residual business of SHRIL was Amalgamated with TCIL.

Post implementation of composite scheme, Sterling Holiday Resorts Limited (formerly Thomas Cook Insurance Services (India) Limited) continued the vacation ownership and resort business. In March 2016, Sterling acquired 100% stake in Nature Trails (an adventure holiday company) and this will add 93 rooms + Tents and Dorms [400 beds] to the total room inventory of Sterling. The company also has 17 additional sites where it plans to add new resorts in the coming years. For more information visit: [www.sterlingholidays.com](http://www.sterlingholidays.com)

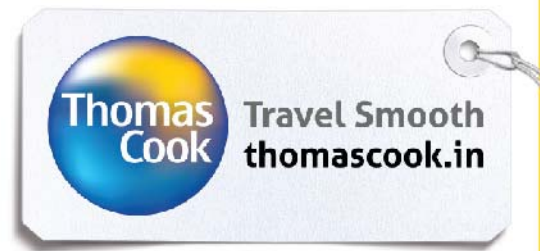
**About SOTC Travel Services Pvt Ltd (formerly Kuoni Travel (India) Pvt. Ltd) & Travel Circle International Services Limited (Formerly Kuoni Travel (China) Limited) :** SOTC Travel Services Pvt Ltd (Formerly "Kuoni Travel (India) Pvt. Ltd.") is a step-down subsidiary of Fairfax Financial Holdings Group; held through two companies, its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL) and TCIL's subsidiary Travel Corporation (India) Ltd. SOTC is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel, Business Travel, Destination management Services and Distribution Visa Marketing Services.

TCIL through its step down Subsidiary Travel Circle International Limited (formerly Luxe Asia Travel (China) Limited ) held 100% stake in Travel Circle International Services Limited (formerly Kuoni Travel (China) Limited), which has an attractive business in the travel sector backed by a trusted brand name, and a stable and motivated professional management team. The company is a premium outbound travel

**Thomas Cook (India) Ltd.**

Thomas Cook Building, Dr. D. N. Road,  
Fort, Mumbai - 400001  
Board: +91-22-6160 3333  
CIN: L63040MH1978PLC020717

A FAIRFAX Company



operator in Hong Kong. The Company Travel Circle International Services Limited has been merged with Travel Circle International Limited w.e.f. Dec 13, 2016

**Media Enquiries:**

**Thomas Cook (India) Limited:** Suzanne Pereira:+91-22-42427380; +91-9820297665; [suzanne.pereira@in.thomascook.com](mailto:suzanne.pereira@in.thomascook.com)  
**Adfactors PR:** +91 7795420310; [ankita.mohanty@adfactorspr.com](mailto:ankita.mohanty@adfactorspr.com); [gayatri.sethi@adfactorspr.com](mailto:gayatri.sethi@adfactorspr.com); +91 9769306266

# Kids: The new decision makers



## The protagonists

According to reports, right from where a family eats out during weekends to the next vacation to be planned, kids are turning into influencers & wielding power like never before

## They decide where to holiday

Thomas Cook India conducted an intensive research that revealed

Close to

# 55%

of the customer base comprises families

Parents admit that

# Kids

decide on the destination & activities for their vacation

## Peer pressure

&

## Pester power

are a trigger for holiday decisions

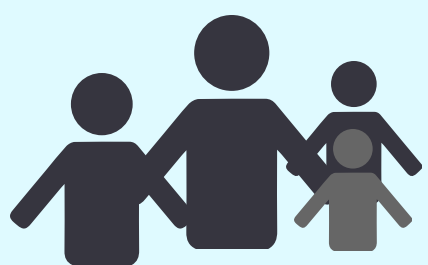


## What parents want

All inclusive holiday destinations | Something for everyone

Inspired by this trend, Thomas Cook India has created a series of packages that put needs of the little travellers at the forefront

## Theme park tours



Something for all ages



All-inclusive destinations



High safety & quality standards

# SO MUCH FUN



Fits into any budget

## Popular destinations



### South East Asia

Singapore, Malaysia & Hong Kong



### UAE

Dubai & Abu Dhabi



### Europe

London, Paris & Brussels



### USA

Orlando, San Diego & Los Angeles



### Australia

Gold Coast & Sydney