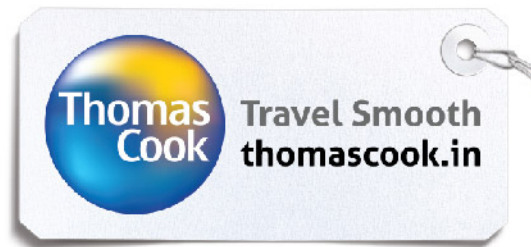


Thomas Cook (India) Ltd.

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

A FAIRFAX Company



October 5, 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: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated October 5, 2021 titled “Thomas Cook India targets the high growth Education segment via its end-to-end range of student services Digital strategy to deliver simple-swift seamless contactless solutions”

This is for your information and records.

Thank you.

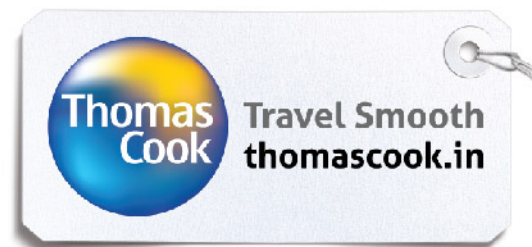
Yours faithfully,

For **Thomas Cook (India) Limited**

Amit J. Parekh

Company Secretary and Compliance Officer

Encl: a/a



**Thomas Cook India targets the high growth
Education segment via its end-to-end range of student services
Digital strategy to deliver simple-swift-seamless contactless solutions**

**Campaign launched to connect and reassure Students and Parents
showcasing smooth process: safe, convenient with doorstep delivery**

Extensive Student Portfolio:

- Student Visa Support, Special deals on Air Tickets, Quarantine Packages, Excess Baggage allowance
- Toll-Free Safe Travel Helpline & Guidelines (Country specific protocols)
- COVID-Negative Certification Services
- Student Travel Insurance covering Covid-19 related hospitalization with other student related benefits
- TravShield comprehensive Safety Commitment & Assured Safe Travel Program in association with Apollo Clinics
- Foreign Exchange Services: Online transfers for University Fees/ Living Expenses, Cash, Prepaid Forex Cards
- Accompanying Tour Manager for Student Groups

Mumbai, October 5, 2021: The international education segment from India is a significant and growing market. With an approx. 20-25% growth pre-pandemic, the student business is witnessing strong revival in [2021*](#) with trends indicating a surpassing of pre-pandemic levels by end of FY2021-22. With a clear intent to leverage this high growth opportunity, Thomas Cook (India) Limited, India's leading integrated travel services company, has delivered on an extensive end-to-end student portfolio covering visa support, travel including quarantine packages, travel insurance, foreign exchange, health & safety services (COVID-negative certification, safe travel helpline with guidelines), etc. The Company has accelerated its digital-first strategy with the launch of innovative solutions - that deliver simple, swift, seamless contactless solutions for Indian students planning to study overseas. (*MEA data Jan-Feb 2021)

The study overseas process can be arduous at the best of times. With the pandemic resulting in unprecedented lockdowns, protocols and a flux in regulations, the process turned out to be even more cumbersome and stressful for students and their parents/families.

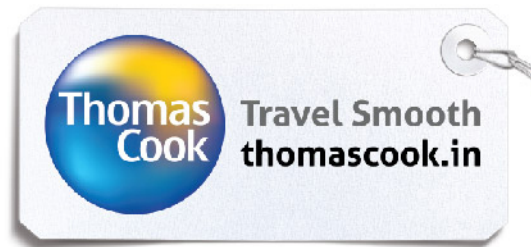
To address the significant challenges of its student customers, Thomas Cook India fast tracked its Digital First strategy to launch an innovative hybrid model – as early as June 2020, timed perfectly with the reopening of essential travel via “air-bubble” agreements. Thomas Cook's tech-enabled solution offered simple quick and contactless transactions whether for visa and travel arrangements/quarantine packages, COVID-negative certification, Free Toll-Free assistance on country specific regulations/health protocols, COVID Insurance, university fee transfers, or cash or prepaid forex cards – with the convenience of seamless home delivery. Booking of their requirements was made effortless – all a student/family needed to do was put in an online request via [thomascook.in](#), the app or call toll-free/ any outlet from the safety and comfort of their home. The nearest Thomas Cook store would then contact the customer and fulfil all their student requirements and ensure smooth doorstep delivery including cash/cards – within 2 hours!

Range of Benefits for Students - One-stop-shop for all student needs:

- Visa support, special deals on air tickets, excess baggage, quarantine package
- COVID-negative certification
- Free Toll-Free assistance on country specific regulations/health protocols
- Transfer of funds anytime, anywhere (university fees, tuition fees, living expenses); cash; forex cards
- Simple, swift, seamless online transfer via [thomascook.in](#) or forex app
- Secure and contactless technology for smooth transactions
- Convenient door-step delivery in India – within 2 hours
- Omni-channel, hybrid clicks & bricks model: portal, app, toll free, extensive network over 150 outlets across 75 plus cities and towns, pan India

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Mr. Deepesh Verma, Senior Vice-President – Foreign Exchange, Thomas Cook (India) Limited. said, “Sending your child overseas for further education is an aspiration for most parents and we want to make this a joyful and smooth experience for both you and your child. Our student portfolio is extensive and supports your child at every stage of his/her education – from visa support, special air fares, quarantine packages and excess baggage to our Toll-Free safe travel helpline, covid-negative certification services to transfers for university fees, tuition, living expenses to cash and pre-paid forex cards that you can top up with ease from India.

I am so proud of our Thomas Cook Team - their unbelievable agility and speed during the lockdown has delivered an innovative digital solution – that is simple, swift, seamless.

Our hybrid contactless model and doorstep delivery brings added convenience and ensures safety for you and your child in this COVID-era. And with the efficiencies of our digital model, you always have the strong reassurance and trust of the Thomas Cook brand – a brand that forms a very special bond between us and you our valued customer.”

Mr Abraham Alapatt, President & Country Head – Marketing, Service Quality, Value Added Services & Innovation said, “The rapidly growing family of overseas students from India, are faced with multiple new concerns and a rapidly changing ecosystem in the pandemic era. These compound the uncertainty and worries that they face as they embark on a very important phase of their life. Thomas Cook India - as leaders in the space, harness our comprehensive travel and foreign exchange expertise to offer a comprehensive suite of services that cover every stage post admission to ensure a seamless digital journey that is safe, fast & secure to deliver end to end assistance in this now even more unpredictable global environment.

The three part ad campaign, uses the same set of protagonists in different stages of this journey, to deliver strong propositions about three of these key services in an engaging, humorous manner. The films work well individually as they do in combination, to deliver one common message. We are there for you to help you navigate through these challenges - so you can focus on your studies!”

Film 1 : <https://youtu.be/BwY4Pom7RNo>

Film 2 : <https://youtu.be/2UF-P6JIBcc>

Film 3 : <https://youtu.be/SECqUeYaAE8>

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, 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 CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021, 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 2019, 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) Limited - '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.

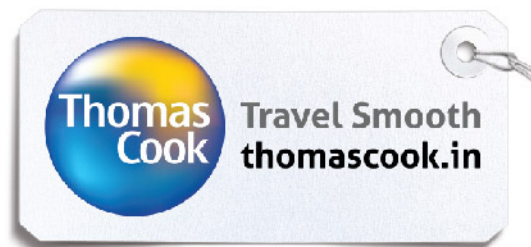
For more information, please visit www.thomascook.in

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) Limited. (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 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>

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:

Suzanne Pereira | +91 98202 97665 | suzanne.pereira@thomascook.in