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Thomas Cook leverages strong growth potential of Tamil Nadu

Thomas Cook (India), India's leading integrated travel and travel related financial services company, has identified the state of Tamil Nadu as a significant growth market for its Foreign Exchange business and to leverage this opportunity, has opened two new counters at Madurai International Airport.

Industry data highlights that Madurai Airport has witnessed strong growth in passenger numbers-from 1 million in 2016-2017 to 1.5 million passengers in 2017-2018. Internal research at Thomas Cook (Q,N,C,F)* India has also reiterated the Madurai potential with a 12% YOY growth, hence the selection of Madurai airport for the company's two new Foreign Exchange outlets.

Deepesh Varma, Sr. Vice President & Head, Sales & Relationship Management Foreign Exchange, Thomas Cook (India), said, "Madurai is a key and high growth opportunity for our Foreign Exchange business- being a prime gateway airport for Tamil Nadu's strongly emerging outbound travel segment, in addition to its inbound market. At Thomas Cook India, we have identified Madurai as a powerful source market given strong growth continuum of 12% YOY for our Foreign Exchange business."

He added, "Our two new Foreign Exchange outlets at Madurai International Airport, will offer travellers easy access to Thomas Cook India's range of Foreign Exchange products and services- right at the airport on arrival or departure."

Shares of the company gained Rs 2.55, or 0.94%, to trade at Rs 274.55. The total volume of shares traded was 6,124 at the BSE (11.53 a.m., Thursday).