

## Thomas Cook India intends to leverage growth potential of East market

Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, strengthened its presence in Kolkata with the inauguration of two new franchise 'Gold Circle Partner' outlets at New Alipore & Ballygunge, Kolkata, inaugurated by Mr. Rupak Paul, Vice President Foreign Exchange, Thomas Cook (India) Limited & Mr. Vikram Singh, Associate Vice President - Leisure Travel (East & Central India), Thomas Cook (India) Limited.

This expansion augments Thomas Cook India's total number of outlets to 9 consumer access centers with 4 owned branches and 5 Gold Circle Partner (franchise) outlets in Kolkata and totally 16 consumer access centers with 9 owned branches and 7 Gold Circle Partner (franchise) outlets in East India.

Thomas Cook India's internal data highlighted East India as a high potential source market for its holiday and Forex business. Hence, in an initiative to harness this opportunity, the Company then identified Kolkata to set up its new Gold Circle Partner franchise outlets.

The Thomas Cook Gold Circle Partner programme is an exclusive franchise partner initiative that increases the brand's presence-reach across the country, giving consumers access to the company's products & services in metros/minimetros and strongly emerging Tier 2 & 3 markets. The Gold Circle Partner benefits via brand association with the leading travel company in India, along with knowledge sharing/training and expertise to manage a travel business. In addition, a Gold Circle Partner is equipped with sales & marketing support to further new business development, and acquisition/retention of a wider customer base.

The new Gold Circle Partner outlets in Kolkata offer consumers end-to-end travel solutions with a bouquet of travel and travel related financial services, including:

- International & Domestic Holidays (Group Tours, FIT Personalised holidays, Cruises, Rail)
- Travel Insurance
- Foreign Exchange; Pre-Paid Forex Cards; Remittance Services

Mr. Rajeev Kale, President & Country Head Leisure Travel & M.I.C.E, Thomas Cook (India) Limited said, "The East market has been identified as a prime growth driver and continues to deliver strong growth of 30% YoY for our Leisure Travel business. Kolkata offers us significant potential and we have selected our new outlets in Kolkata's prime localities. New Alipore & Ballygunge are the most affluent localities in the city, providing us with a viable catchment of consumers across families, young professionals and business travellers."

Mr. Mohan Krishna H., Sr. Vice President & Head - Sales & Relationship Management Foreign Exchange, Thomas Cook (India) Ltd, said, "Our new outlets at New Alipore & Ballygunge, being prime locations in Kolkata, gives our consumers convenient access to a range of travel and foreign exchange services. Innovative products like our unique Thomas Cook One Currency Card & FOREX mobile app are of great value to Kolkata's tech savvy travellers and we are confident of seeing strong uptake."

Shares of THOMAS COOK (INDIA) LTD. was last trading in BSE at Rs.250.3 as compared to the previous close of Rs. 248.6. The total number of shares traded during the day was 34247 in over 847 trades.

The stock hit an intraday high of Rs. 256.25 and intraday low of 247.25. The net turnover during the day was Rs. 8646267.