

News Release



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Thomas Cook India invites customers to Travel Smooth Launches new campaign to address the pain points of travellers

Mumbai, January 19, 2012: Thomas Cook (India) Ltd, India's largest integrated travel and travel related financial services company, is all set to unveil its new and radical marketing campaign – 'Travel Smooth'. This marketing campaign has been designed to alleviate pain points encountered by travelers- pre, during and post trip. The communication serves to reinforce the message of the ease of travelling with Thomas Cook.

Be it for business or pleasure, the impressive umbrella of travel related services of Thomas Cook (India) Ltd, including tickets, visas, hotel bookings, foreign exchange and insurance, makes the entire experience of travel, simple, secure, effortless and hence smooth!

The Travel Smooth campaign is designed to serve as the platform for all integrated marketing initiatives spanning the diversity of the product- service portfolio of Thomas Cook (India) Ltd.

Talking about the campaign, **Mr. Rakshit Desai, Executive Director, Thomas Cook (India) Ltd** said, "Today, the whole travel process is perceived as rather cumbersome, and often fraught with anxiety. With so many pieces that need to seamlessly come together, it takes a great amount of experience and expertise to make the trip a reality. Thomas Cook as the travel pioneer, with a heritage of over 170 years of service excellence and the inventor of several unique travel and marketing initiatives, has much to offer the traveler of today. Thomas Cook (India) Ltd is uniquely positioned in its ability to offer all travel related services under one roof. Introducing Travel Smooth reiterates our commitment in bringing back the joy of travel to our Indian customers."

The campaign for 'Travel Smooth' has been conceptualized by the creative team of JWT.

Commenting on the TVCs, **Ms. Tista Sen, Creative Director, JWT** said, "The vagaries of travel is what usually goes wrong. In spite of perfect planning, endless online checks and many calculations...the Indian traveler usually gets it wrong. 'Travel Smooth' from Thomas Cook promises a trip wherein one does not need to deal with the anguish of planning. Rather than relying on the positives, we at JWT decided to highlight the woes associated with travelling. We have kept the TVCs very simple, real and utterly believable, showcasing the dual distress of

traveling overseas. One can book through Thomas Cook and enjoy their holidays even before they start! It's a simple promise that everyone can identify with."

In addition to leveraging mass media advertising of print, TV, radio, outdoor hoardings, the integrated communication plan includes roll out of a range of initiatives including social media, cinema advertising, out-of-home (OOH) media, point of sale merchandise and on-the-ground initiatives across key markets.

About Thomas Cook (India) Limited:

Thomas Cook is the largest 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, and has been providing world-class travel service for 130 years.

TCIL's footprint currently extends to over 216 locations in 78 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 107 Gold Circle Partners and 180 Preferred Sales Agents in over 100 cities pan India.

Thomas Cook has been awarded with the prestigious "Favourite Specialist Tour Operator" award at the Condé Nast Traveller Readers' Travel Awards 2011 and was also conferred with the CNBC AWAAZ - "Best company providing foreign exchange" in India for the third year in a row. In addition, Thomas Cook (India) Ltd has been awarded the 'Most Trusted Tour Operator Brand' by the Times Travel Honours 2011 and also recognized as a "Superbrand" 2011-2012 by the consumers for excellence in travel services.

For more information, please visit www.thomascook.in

About Thomas Cook Group plc:

Thomas Cook Group plc is one of the world's leading travel groups with FY 2010 sales of £8.9 billion and 22.5 million customers. The Group operates under six geographical segments in 21 countries, and is number one or two in all its core markets. Its business is supported by 31,000 employees, a fleet of 94 aircraft and a network of over 3,500 retail outlets. For further details please visit www.thomascookgroup.com

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