



## **Thomas Cook inks pact with Indian Ocean Cruises for Heritage Cruise MS Ocean Odyssey**

- **Thomas Cook to exclusively market Indian Ocean Cruises across Mauritius and India.**
- **Mauritius to be a most preferred destination following three way partnerships between Indian Ocean Cruises, Thomas Cook and Mauritius Tourism Promotion Authority.**
- **First journey towards pristine islands begins in January 2009, from Port Louis as the home port.**

### **Mumbai, December 16, 2008:**

Thomas Cook, a major player in the world's most active markets for holidays and other leisure travel services will play a key role in marketing of Indian Ocean Cruises destinations of Reunion, Rodriguez and Madagascar from Pristine islands through its agents across Mauritius, India and Europe.

Indian Ocean Cruises from Foresight Smart Ventures, the flagship company of the \$500 million London based Foresight Shipping Group has entered into a strategic partnership with Europe's second largest travel firm Thomas Cook Group plc.

Announcing this association with Thomas Cook, Mr. Sanjeev Goswami, Joint Managing Director of Foresight Smart Ventures said, "Our partnership with Thomas Cook is one step forward in branding Mauritius as an exciting cruise and vacation destination. We are glad that the launch of heritage cruise liner 'MS Ocean Odyssey' in January will bind the islands of Indian Ocean on the theme of their historical evolution".

Mr. Goswami added, "We have invested over US\$30 million to develop our Cruise offering in the Indian Ocean and we have aggressive plans for next 5 years to establish world class cruises in the Indian Ocean. Mauritius, the "star and the key of the Indian Ocean" will now become the starting point of this wonderful journey adding value to the customer offerings".

Indian Ocean Cruises had very recently entered into a partnership with Mauritius Tourism Promotion Authority in November 2008.

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd. said "*It is so exciting to have the opportunity to partner with Foresight Smart Ventures and leverage our Brands from the Cruise Division. It has always been our prime focus to want to provide our customers the best in quality and value in travel both in India and abroad. In the current scenario it becomes imperative that we channelize our resources in bringing the best to the table and I am proud to promote Mauritius as the destination through this alliance with Indian Ocean Cruises.*



Ms. Nalini Gupta, President and Head Marketing, Thomas Cook (India) Ltd. said, “*Mauritius is a paradise for those who want to enjoy the sea or just soak up the sun and relax, and the ideal destination for honeymooners, family holidays and golfers. Mauritius is not just white beaches – it also has a splendid hinterland and offers a blend of diverse cultures, traditions, cuisine and events. Indian Ocean Cruises would now put world tourist map towards Mauritius.*”

A range of itineraries, all based from Port Louis will be offered, focused on exciting journey in the pristine waters of Indian Ocean to Reunion, Rodriguez, and Madagascar. The cruise booking is open now and packages include both onward and return flight tickets and cruise liner pass.

The heritage cruise liner “MS Ocean Odyssey” with maximum of 200 passengers on board will offer a highly personalized service and ultimate comfort at affordable prices, and will help discover the new facets of the Indian Ocean.

On-board facilities include a four-star restaurant offering a range of local and international cuisine, observation lounge and bar, coffee bar, gymnasium and fitness centre, sauna and spa, sun-deck, casino, library and medical clinic, along with a wide variety of international entertainment.

#### **About Thomas Cook**

Thomas Cook (India) Ltd. is the largest Travel and Financial Services Company in the country offering a broad spectrum of travel-related services that include Foreign Exchange, Corporate Travel, Leisure Travel, and Insurance. The Company launched its Indian operations in 1881 and is celebrating its 125 years of world-class service in India. It is present in 55 cities across 200 locations in India and has over 3,000 employees.

#### **About Foresight Smart Ventures**

Foresight Smart Ventures is spearheaded by Utsav Seth as Managing Director based in London and powered by a highly skilled and professional team of more than 1000 people based in India and China with central offices in Shanghai, Beijing, Chennai & New Delhi. Foresight Smart Ventures is backed by the Foresight group and has aggressive plans and diversified growth initiatives for the group in areas of manufacturing, hospitality & leisure, retail, real estate and green energy.

#### **For Further queries please contact**

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Thomas Cook (India) Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations - a rights issue of its equity shares. The Company has filed a draft Letter of Offer with the Securities and Exchange Board of India (SEBI)