

## Thomas Cook (India) introduces 'U Special' for students traveling abroad for higher studies

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Thomas Cook (India) country's leading travel solutions company have come up with yet another innovative offering. With the number of students traveling overseas for higher studies increasing at a fast pace the company has launched **U Special** a product specially designed for this segment.

The product will provide solutions right from air tickets, foreign exchange products, and travel insurance, thus enabling the student to enjoy an easy and safe travel. Once the student makes a purchase of any of the 3 products from TCIL they will earn reward points and these can be redeemed against their next purchase of the same product or other products. The points earned makes the student eligible for a special price on his next purchase with a cap on the minimum value of forex purchase and/ ora discount on ticket / insurance or holidays.

Commenting on the offer, **Mr. Parag Mehta, Head of Foreign Exchange Thomas Cook (India)** said 'Over the years there has been significant rise in the number of Indian students going abroad for higher studies, this is a very fast growing category and the numbers are expected to increase substantially in the coming years. U Special is a product specifically to meet the requirement of the segment that will bundle different products from TCIL's basket such as forex, travel & insurance thereby offering a unique value proposition to the students.'

In addition to the rewards program the Thomas Cook (India) has also kicked off a lucky draw scheme around the U Special. Under this scheme prizes such as Apple Mac Books, Camcorders, Digital Cameras, Play Stations etc. would be given to students who enroll and buy the products.

During the initial phase Thomas Cook (India) will target 10,000 students primarily visiting UK, US & Australia with the company's branch network driving the program on the sales front. The company also plans to collaborate and partner with educational counselors / GMAT / GRE centers which will be supported by activities such as events, road shows, college fests etc.

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### **About Thomas Cook (India) Limited.**

Thomas Cook (India) offers a broad spectrum of leisure travel-related services such as package tours, currency exchange and travel insurance as well as hotel and flight reservations. Thomas Cook has been present in India for 125 years and operates a total of 200 offices at various locations in the country and has operations in Sri Lanka & Mauritius. It employs close to 3,000 staff and generated revenue of (annualized) Rs. 234.7 crores in the 2006/07 financial year. The company was acquired by Dubai Financial LLC in 2006.

*For further information please contact:*

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