



May 13, 2019

To,

<b>BSE Limited,</b> Listing Department, 14th Floor, P.J. Tower, Dalal Street, Mumbai – 400 001 Scrip Code: 533144	<b>National Stock Exchange of India Limited</b> Listing Department, Exchange Plaza, Bandra-Kurla Complex, Bandra-East, Mumbai – 400 051 Scrip Code: COX&KINGS
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Dear Sir,

**Sub: Press Release**

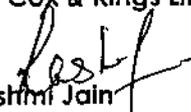
Please find enclosed Press Release with respect to Cox & Kings Limited entered into strategic tie-up with RCI in India.

This is for your information and records.

Thanking You,

Yours faithfully,

For Cox & Kings Limited

  
Rashmi Jain  
Company Secretary



Encl: as above



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## Cox & Kings enters strategic tie-up with RCI in India

**Mumbai, May 10, 2019:** Cox & Kings, the 261-year-old travel company has entered into a strategic tie-up with RCI, the global leader in vacation exchange and part of the Wyndham Destinations, to facilitate ancillary travel services for their India membership base.

The tie-up will provide RCI members with all facilities under one roof while on a RCI holiday; be it visa processing, air tickets or transfers. The concept of vacation ownership is fast gaining ground in India with increasing number of vacationers finding timeshare more appealing and cost-effective.

According to JP Singh, COO, Sales & Distribution, Cox & Kings, "We are happy to partner with RCI whose members in India can avail of our expertise in travel management to complete their holiday experience."

Cox & Kings has over 170 offices across India spanning metros and mini-metros and all located in the key tourism source markets. We also have a 24X7 call centre to facilitate travel fulfilment of all the RCI inquiries.

Commenting on the tie-up, Aruna Jathar, Director- Marketing, RCI India, said, "It has always been our endeavour to provide the best travel and stay experiences to our members across the globe. We have invented and reinvented our strategies to meet the changing needs of new age travellers and to enhance their overall experience. This tie-up with Cox & Kings will enable RCI members in India who have booked their timeshare vacations overseas to enjoy the various travel related services seamlessly."

### About RCI

RCI is the worldwide leader in vacation exchange with over 4,300 affiliated resorts in nearly 110 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its 3.8 million RCI subscribing members each year.

RCI's luxury exchange program, The Registry Collection® program, is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents.

RCI is part of Wyndham Destination Network and the Wyndham Destinations family of brands (NYSE: WYND). For additional information visit our media centre or [rciaffiliates.com](http://rciaffiliates.com). RCI also can be found on Facebook, Instagram, YouTube and Twitter.





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**ABOUT COX & KINGS LTD.: (BSE: 533144 | NSE: COX&KINGS)**

Cox & Kings Ltd. ('C&K') is the oldest travel company in the world and also one of the leading leisure travel groups with operations across continents. It is one of the most experienced travel company in the world, having been in operation since 1758. Headquartered in India, C&K has over the last three decades transformed itself into a diversified, multinational travel conglomerate with a focus on the new-age global consumer.

C&K operates in two key verticals; Leisure and Hybrid Hotels. Leisure-India is best known by the ubiquitous Cox & Kings brand in India, where we are an integrated travel enterprise, offering the best and widest range of travel options to individuals, groups and businesses in the fastest growing major economy in the world. [www.coxandkings.com](http://www.coxandkings.com)

Leisure-International operates in multiple countries, mainly under the Cox & Kings brand, with a greater focus on premium-end travel. [www.coxandkings.co.uk](http://www.coxandkings.co.uk) and [www.coxandkingsusa.com](http://www.coxandkingsusa.com)

Meininger currently operates more than 26 hybrid hotels in Europe with a total of over 14,100 beds in 15 European cities. The unique hybrid concept of Meininger combines the service and comfort of a hotel with the uncomplicated nature of a hostel; top locations, high-quality amenities, flexible room structure and reasonable prices. [www.meininger-hotels.com](http://www.meininger-hotels.com)

Cox & Kings is one of the founding members of the World Travel and Tourism Council (WTTC) and also a member of premier industry associations across the world. Over the years the company has won many awards which stand testimony to its excellence in service.

Cox & Kings has been the recipient of various accolades both in India and internationally. It has been winning the prestigious World Travel Award in different categories since 2013. The title of Asia's Leading Luxury Tour Operator was retained for the 4th time in 2018. It won the title of India's Leading Tour Operator in the year 2013, 2015, 2016, 2017, 2018 and India's Leading Travel Agency for the 6th Consecutive time. In 2018, Cox & Kings bagged the title of 'Best Outbound Tour Operator' at the Zee Business Travel Awards. The India Travel Awards – West and its North edition announced Cox & Kings as a winner in the categories – Best Experiential Tour Operator and Best MICE Operator Domestic in 2018. It also emerged victorious in the Asia Pacific region at the prestigious PATA Gold Awards. Cox & Kings' commitment to sustainability was celebrated at the Global Responsible Business Leadership Awards in Malaysia where it bagged the title of 'Sustainable Travel and Tour Operator of 2018'.

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