

Cox & Kings renews its alliance with InterGlobe Technology Quotient

Mumbai, July 20th 2015: Cox & Kings Ltd., (CKL), the leading holidays and education travel group announced the renewal of its alliance with InterGlobe Technology Quotient, a strategic business unit of InterGlobe Enterprises, for accessing its Galileo platform.

The agreement, taking immediate effect, enables Cox and Kings to continue to use Galileo Platform to distribute, manage and book travel management services for its customers. This tie-up enables Cox and Kings to continue to drive immense benefits from the latest product offerings and innovative tools of Galileo, such as [Smartpoint](#), [Travelport Rooms and More](#) and [Universal API](#) to increase their efficiency. These products are aimed to enhance the shopping experience for Cox & Kings and also provide exceptional options to their customers. Cox and Kings will also continue to use the advanced technology of Travelport and their online solutions as well.

According to **Karan Anand—Head, relationships, Cox & Kings**, “Travelport’s Galileo Platform has always been an important GDS provider for us and we are confident that as a result of this new agreement, we will continue to receive impressive scope and quality of content coupled with leading technology solutions, beneficial for us and our customers.”

Speaking on this, **Anil Parashar, President & CEO, InterGlobe Technology Quotient**, said “We are extremely delighted to renew our partnership with Cox and Kings. As a leading tour operator with a long, impressive history, we are pleased to continue providing Cox and Kings with the technology and solutions to support their ongoing business needs.”

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

Cox & Kings Ltd. (CKL) is one of the longest established travel company in the world since 1758. Headquartered in India, it is the leading holidays and education travel group with operations in 23 countries across 4 continents. In India, Cox & Kings has presence in 149 cities across the country.

A premium brand in all travel related services, the business can be broadly categorised as Leisure Travel, Corporate Travel, Education & Activity Travel, MICE, Trade Fairs, Visa Processing and foreign exchange.

CKL is amongst the largest players with its range of specialist options. Innovative packaging, pricing and marketing have been the hallmarks of its success over the years.

In India, the company has a robust domestic business under the brand name Bharat Deko and is a leading MICE operator out of India. CKL is amongst the major Foreign Exchange providers in the country. The Outbound Tours are segregated into Duniya Dekho (escorted tours), FlexiHols (customised tours), Luxury Escapades (unique & luxurious travel) & NRI (catering to Indians across the world).

CKL also owns Holidaybreak, an education and activity travel group based in UK. It has more than 15 long-established and widely recognised brands. Holidaybreak provides educational and activity trips for school children; worldwide adventure holidays; short breaks in the UK and Europe. Holidaybreak

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also has a subsidiary in Meininger. It currently operates 16 hotels in Europe with a total of 7,025 beds in 10 European cities.

Over the years the company has won many awards that stand testimony to its excellent service. Recent awards include “Favourite Outbound Tour Operator” awarded by the Outlook Traveller Awards 2014 to Cox & Kings India, “India’s Leading Tour Operator” & “India’s Leading Travel Agency” awarded by the World Travel Awards 2013, “Best UK operator” awarded by The Travel Weekly Awards 2013 to Superbreak, “Best Company providing Foreign Exchange in India” awarded by the CNBC Awaaz Travel Awards 2013.

CKL is one of the founding members of the World Travel and Tourism Council (WTTC), and are members of premier industry associations namely the Travel Agents Federation of India (TAFI), the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), European Tour Operators Association (ETOA), and the Pacific Asia Travel Association (PATA).

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