

action.com

"Cook has made travel simple, easy and a pleasure. He will sell you a ticket to any place on the globe, or all the places, and give you all the time you need, and as much more besides; and it is good for all trains of its class, and its baggage is weighable at all hours...I recommend Cook's tickets and I do this without embarrassment, for I get no commission..."

-Mark Twain









## 'Money that is mere paper to anybody else.'

Then. In 1874, Thomas Cook gave the world its first Travellers Cheques. Called Circular Notes, they were initially available in denominations of £5 and £10. The concept of Circular Notes proved so successful that Thomas Cook had to set up a banking department to handle growing customer traffic.



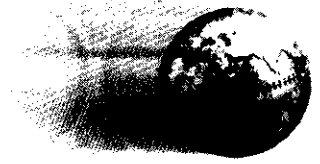
Now. Thomas Cook's pioneering spirit continues to make money travel in several different ways. For the contemporary Indian traveller, money has come to mean a lot more than just Travellers Cheques. Wire Transfers. Foreign Currency Drafts. Credit Cards. VTM Cards. In short, everything that helps money make the world go round.

Report



Junction





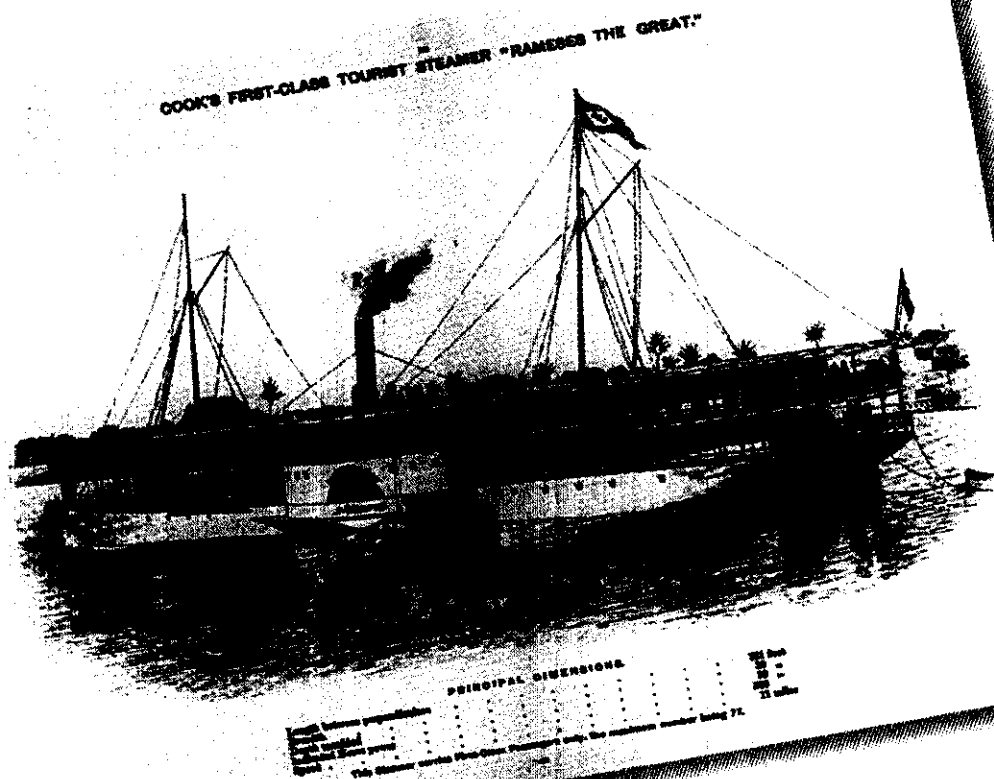
### '...members of every class of respectable society...'

*Then.* By the early 1900s, the travellers who went on Thomas Cook tours included everyone from kings and politicians to bishops and professors. However, as a brochure of the period explicitly states: '...it is not necessary to possess a particularly heavy purse in order to visit countries which formerly were visited only by the wealthy'.

A desire to travel was all that was required.



*Now.* Today, thousands – high-flying corporate travellers and the middle-class alike – across India and around the world, travel with Thomas Cook for the same reasons that people did more than one and a half centuries ago. Complete professionalism. Great comfort. Personalised service. All this and more 'without the expenditure of another shilling'. A promise made way back in 1900, it still holds good.

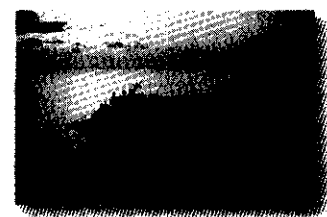






### '...the value of sea travel for...good health.'

Then. Thomas Cook conducted its first ever overseas tour in 1846, when a steamship carried excited revellers to Scotland. Less than half a century later, Thomas Cook became an official agent to the world's major steamship companies, offering travellers unlimited sailing options. A traveller could choose to sail across the Atlantic in state-room luxury, emigrate cheaply to Australia or simply coast the waters of the Pacific.



Now. Today, Thomas Cook offers the Indian traveller unimaginable luxury aboard the world's finest cruise liners. Moreover, its success on water is complemented by its soaring achievements in the air. Its very own airline, JMC Airlines, has a world-class fleet of 27 aircraft. So whether it's the sea or the skies, no horizon is too distant for Thomas Cook.

