Thomas Cook (India) Ltd.
A Wing, 11th Floor, Marathon Futurex
N. M. Joshi Marg, Lower Parel
Mumbai 400 013
Board No.: +91-22-4242 7000

Thomas Cook Travel Smooth thomascook.in

A FAIRFAX Company

18th April, 2016

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
NCRPS Scrip Code: 715022
NCD Scrip Code: 949099, 952673, 952674, 952675

Fax No.: 2272 2037/39/41/61

The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051
Scrip Code: THOMASCOOK
NCRPS Scrip Code: Thomas Cook CRNCPS 8.50% 2022
NCD: THC10.52; Thomas Cook 9.37% 2018 SERIES 1, Thomas Cook 9.37% 2019 SERIES 2 Thomas Cook 9.37% 2019 SERIES 3
Fax No.: 2659 8237/38

Dear Sir/ Madam,

Ref: Submission of information pursuant to Regulation 30(4) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

Sub: Press Release

We are enclosing herewith the Press Release dated April 18, 2016 titled: Thomas Cook India bullish on India's e-holiday market~ launches its new campaign 'Bachat ka Baadshah'~ leverages the concept of 'Smart Saver' with a range of great value packages via thomascook.in.

This is for your information and records. We request you to acknowledge the same.

Thank you,

Yours faithfully
for **Thomas Cook (India) Limited**

A. J. Parekh

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

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News Release

Thomas Cook Press Office: 022 42427380

Thomas Cook India bullish on India's e-holiday market

~ launches its new campaign 'Bachat ka Baadshah~
~ leverages the concept of 'Smart Saver' with a range of great value packages via thomascook.in ~

Mumbai, April 18, 2016: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, is witnessing strong delivery of its e-commerce strategy with focus on leveraging the rapidly growing digital native Indian consumer. Today, the Company's e-commerce (led by its portal thomascook.in) accounts for over 11% of its overall travel business.

Having successfully transitioned from a brick & mortar player to its current omni-channel 'Clicks & Bricks' hybrid model, Thomas Cook's eBusiness had launched a slew of innovative products: its Foreign Exchange & Holiday Apps, Visa Online, Online Forex Store and Forex on Mobile. Its Foreign Exchange App has seen over 40% of all transactions completed sans human intervention.

This season, to tap into the innate value seeker Indian psyche and inspire bookings, Thomas Cook India has unveiled a new campaign **'Bachat Ka Baadshah'**, with a range of great value holiday packages easily bookable on thomascook.in.

The campaign introduces a character called *Bachat Ka Baadshah,* with quirky, humour to drive home the benefits of being a 'Smart Saver' or Bachat Ka Badshah. The month–long campaign incorporates a healthy mix of, outdoor radio & digital focus, across Mumbai, Delhi & Bangalore. The campaign is also being promoted aggressively on Social Media via Twitter and Facebook contests.

Special all-inclusive holidays have been created for the campaign at attractive price points. In addition, customers can avail of special saver codes on bookings during the campaign period. The range includes international favourites like Singapore, Thailand, Dubai, Sri Lanka, Hong Kong and Mauritius, priced at Rs.33,199* onwards. Domestic Holidays include exotic destinations like Ladakh, Andaman, Kerala & Kashmir starting from Rs.20,499* (**per person, per destination on twin share basis*).

Mr. Amit Madhan, President & Group Head - Technology & Shared Services Thomas Cook (India) Ltd said, *"Indian consumers today are looking at multiple options when planning their holiday, and our hybrid omni-channel 'clicks n bricks' strategy is hence working very well in our favour. As market leaders, Thomas Cook India's objective is to give consumers what they truly want - a great value experience. Our 'Bachat ka Baadshah' campaign hence aims to optimise on the strong growth in traffic to our one-stop-shop portal thomascook.in and inspire demand by offering savings.*

He added, *"The special air inclusive packages that have been launched as part of the campaign, are simple and easy to book online via thomascook.in, and the special offers only serve to sweeten the deal!"*

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Travel Smooth
thomascook.in

About Thomas Cook (India) Limited: Thomas Cook (India) Ltd (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Insurance, Visa & Passport services and E-Business. The company set up its first office in India in 1881.

TCIL's footprint (exclusive of its subsidiaries) currently extends to over 227 locations (including 20 airport counters) in 91 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 114 Gold Circle Partners and 112 Preferred Sales Agents in over 130 cities across India.
ICRA upgraded the long term rating of Thomas Cook (India) Limited's non-convertible debenture programme to 'ICRA AA/Stable'. CRISIL has assigned a long term rating of 'CRISIL AA-/ stable' to the non-convertible debenture programme and long term banking facilities, and a short term rating of CRISIL A1+ to TCIL's banking facilities. Further, ICRA has assigned a rating of 'ICRA AA-/Stable' to the company's preference share programme.

Thomas Cook (India) Ltd has been voted as **Favourite Outbound Tour Operator at the Outlook Traveller Awards 2015, Best Tour Operator - Outbound** at the **CNBC AWAAZ Travel Awards 2015, 2014 & 2013** and **Best Company providing Foreign Exchange** at the **CNBC AWAAZ Travel Awards 2015 & 2014**; felicitated with **Diamond Award** for **Exemplary Achievements** in **Visa Issuance at the French Ambassador's Travel Awards Ceremony 2015**; **Thomas Cook India's Travel Quest** was honoured with a **Gold Award** at **PATA Gold Awards 2015**; honored as **India's Leading Tour Operator 2014, World Travel Awards Asia & Australasia 2014, Favourite Tour Operator** at the **Condé Nast Traveller Readers' Travel Awards 2015 - 2011** ,recognized as a **Consumer Superbrand 2013-14 & 2012-2013 and National Tourism Awards 2013-2014.** Thomas Cook India's **Centre of Learning** has received **IATA accreditation** as **"Top 10 South Asia IATA Authorized Training Centers"2015, 2013 & 2012.** For more information, please visit www.thomascook.in

Thomas Cook (India) Limited is promoted by Fairfax Financial Holdings Limited through its wholly-owned subsidiary, Fairbridge Capital (Mauritius) Limited and its controlled affiliates. Fairbridge is responsible for the execution of acquisition and investment opportunities in the Indian subcontinent on behalf of the Fairfax family of companies.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a financial services holding company based in Canada with a global presence in insurance and reinsurance, as well as joint ventures including ICICI Lombard (India). The Company, founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa, has over the past 30 years, demonstrated a strong and consistent financial track record. For the year ended December 31, 2015, Fairfax increased book value per share at a compounded annual growth rate of 20.4% since its inception with a corresponding compounded annual increase in share price 19.4% and had over US $41 billion of assets.

Fairfax is engaged in long term investments from its own resources, with a focus to delivering long term capital appreciation through a flexible and value oriented approach. Fairfax Financial Holdings through Thomas Cook (India) Ltd. owns 69.55% of the Quess Corp Limited (formerly IKYA Human Capital Solutions Limited), a provider of integrated business services and 100% of Sterling Holiday Resorts Limited (formerly Thomas Cook Insurance Services (India) Limited) engaged in time share and resort business.

About Quess Corp Limited (formerly IKYA Human Capital Solutions Limited): Quess Corp Limited is one of India's leading integrated business services providers operating in four broad segments: Global Technology Solutions, People and Services, Integrated Facility Management and Industrial Asset Management. Headquartered in Bengaluru, it has a pan-India presence with 43 offices across 24 cities, as well as operations in North America, the Middle East and South East Asia. As of November 30, 2015, it employed over 118,000 employees.For further details on Quess Corp Ltd. please visit: http://www.quesscorp.com

About Sterling Holiday Resorts Limited: Sterling Holiday Resorts Limited, a pioneer in vacation ownership and a leading leisure hospitality company in India, was incorporated in 1986 with the vision of delivering great holiday experiences to Indian families. To achieve this vision, the company pioneered Vacation Ownership in India and set about building a network of leisure resorts at some of the best holiday destinations in India. Currently, Sterling Holidays has a total inventory of 1767 rooms spread across a network of 24 resorts in 21 scenic holiday destinations in India.

In pursuance of the Order of Hon'ble High Court, Bombay, dated 2nd July, 2015 sanctioning the Composite Scheme of Arrangement and Amalgamation between Sterling Holiday Resorts (India) Limited (SHRIL) and Thomas Cook Insurance Services (India) Limited (TCISIL) and Thomas Cook (India) Limited (TCIL) and their respective shareholders and creditors (Scheme), the time share and resort business division and undertaking of SHRIL was Demerged into TCISIL and the residual business of SHRIL was Amalgamated with TCIL.

Post implementation of composite scheme, Sterling Holiday Resorts Limited (formerly Thomas Cook Insurance Services (India) Limited) continued the time share and resort business.

The company also has 16 additional sites where it plans to add new resorts in the coming years. For more information visit: www.sterlingholidays.com

About SOTC Travel Services Pvt Ltd (formerly known as Kuoni Travel (India) Pvt. Ltd) & Kuoni Hong Kong: SOTC Travel Services Pvt Ltd (Formerly known as "Kuoni Travel (India) Pvt. Ltd.") is a step-down subsidiary of Fairfax Financial Holdings Group; held through two companies, its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL) and TCIL's subsidiary Travel Corporation (India) Ltd. SOTC is a leading travel and tourism company active across various travel segments including Leisure Travel, Business Travel, Destination Management Services and Distribution Visa Marketing Services.

TCIL through its step down Subsidiary Horizon Travel Holdings (Hong Kong) Private Limited holds 100% stake in Kuoni Travel (China) Limited (Kuoni Hong Kong), which has an attractive business in the travel sector backed by a trusted brand name, and a stable and motivated professional management team. Kuoni Hong Kong is a premium outbound travel operator in Hong Kong.

For Media Enquiries please contact:

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