Thomas Cook (India) Ltd.
Registered Office: Thomas Cook Building,
Dr. D. N. Road, Fort, Mumbai - 400 001.

CIN: L63040MH1978PLC020717

A FAIRFAX Company

Thomas Cook Travel Smooth thomascook.in

14th December, 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% 2020 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 December 14, 2016 titled: Thomas Cook India Partners with Mastercard to launch the Thanks Again loyalty programme for the India Market.

This is for your information and records.

Thank you,
Yours faithfully,
For Thomas Cook (India) Limited

AMIT JYOTINDRA PAREKH
Digitally signed by AMIT JYOTINDRA PAREKH
Date: 2016.12.14 10:36:36 +05'30'

Amit J. Parekh
Company Secretary and Compliance Officer

Encl.: a/a

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News Release

Thomas Cook Press Office: 022 42424380

Thomas Cook India Partners with Mastercard to launch the Thanks Again loyalty programme for the India Market

- ***Thanks Again is the first loyalty programme to be offered on prepaid forex cards in India***
- ***The cross-border loyalty programme offers multiple benefits to customers:***
  - ***Reward points earned (in addition to existing programmes)***
  - ***100 free points on sign-up***
  - ***Redemption for airline benefits with the JetPrivilege programme and hotel benefits with the Taj InnerCircle programme***

Mumbai, December 14, 2016: Thomas Cook India Ltd, India's leading integrated travel and travel related financial services company, has partnered with Mastercard to launch **Thanks Again®** the leading global loyalty and consumer engagement platform to the India market. This is a pioneering initiative, making Thomas Cook India's One Currency and Borderless the first prepaid travel cards to offer a loyalty programme to its customers in India.

Thanks Again makes travel even more rewarding for Thomas Cook India's travel prepaid card holders by enabling them to automatically earn points when they shop, dine or park in and around more than 100 airports in North America that comprise the Thanks Again Airport Loyalty Coalition.

In addition, Thomas Cook India's prepaid cardholders registering for the programme earn a joining bonus of 100 free points. Subsequently, Thomas Cook's customers then receive Thanks Again points for every US$1 spent at participating locations. The accumulated points are incremental, hence above and beyond rewards already received from existing loyalty programmes. The loyalty points can be redeemed for JPMiles with Jet Airways' JetPrivilege which can then be used to award flights or for Taj InnerCircle hotel points with The Taj Group. Customers also enjoy the flexibility of redeeming earned points for valuable travel rewards and perks seamlessly via the Thanks Again mobile app.

According to a 2015 report released by the global loyalty management firm Aimia, overall loyalty spending in India is significant: estimated to be over Rs 2000 crore annually and growing at 10%. The report further highlights that loyalty programmes result in a 2.5 increase in an engaged customer spend, as against that of a typical customer. The Thomas Cook One Currency Card and the Borderless Prepaid Card have seen strong customer resonance, with 42% growth in Q2 2016 (over Q1) and a high double-digit Y-o-Y growth of 32%, respectively. The introduction of the Thanks Again programme hence aims to reward and benefit this high potential and rapidly growing customer base.

Commenting on the partnership, **Mr Mahesh Iyer, Chief Operating Officer, Thomas Cook (India) Ltd.**, said, *"Indians are increasingly travelling smart with high adoption of prepaid travel cards. We have noticed a clear preference for plastic over cash, across both leisure and business travellers. Our collaboration with Mastercard and Thanks Again is hence yet another endeavour to offer both increased value and simultaneously reward Thomas Cook India's travel prepaid card users with attractive benefits. Our partnership with Thanks Again aims to inspire our existing and potential customers to opt for our travel prepaid cards, thus giving a further fillip to a cashless ecosystem."*



Marc Ellis, Chief Executive Officer, Thanks Again LLC remarked, *"India is a rapidly growing travel market and we are excited to partner with Thomas Cook and Mastercard to enable frequent travellers in the country to earn valuable rewards every time they use their Thomas Cook travel prepaid cards at participating Thanks Again locations. Our objective is to make travel more rewarding for frequent travellers, and this partnership is key in helping us achieve this goal in such an important market like India."*

Porush Singh, Country Corporate Officer, India & Division President, South Asia, MasterCard said, *"We are delighted to partner with Thomas Cook and expand our partnership with Thanks Again in India. As one of the fastest growing air travel markets, this partnership will open up more opportunities for our outbound Indian cardholders to earn additional rewards whilst they travel. Providing customer loyalty benefits across our global network is another example of how we deliver added value and experiences for Indian Mastercard cardholders who travel abroad."*

About Thanks Again:
Thanks Again®, headquartered in Atlanta, Georgia, is the leading global loyalty and consumer engagement platform that makes travel more rewarding for frequent travelers. The only rewards program of its kind, Thanks Again enables members to earn points when they shop, park or dine at thousands of retailers in and around more than 100 airports. Accumulated points are incremental, above and beyond the rewards already received from existing travel loyalty programs. Integrated with three international payment card networks including Mastercard®, the card-linked loyalty program is free, secure and easy to use. Visit thanksagain.com to learn more or connect via Facebook.com, Twitter.com, Instagram.com and YouTube.com.

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 234 locations (including 17 airport counters) in 92 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 110 Gold Circle Partners and 111 Preferred Sales Agents in over 130 cities across India.

ICRA has retained the long-term rating of Thomas Cook (India) Limited's non-convertible debenture programme at '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 retained the rating of 'ICRA AA– / Stable' on 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 2016, 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 holding company which, through its subsidiaries, is engaged in property and casualty insurance and reinsurance and investment management. The company is headquartered in Toronto, Canada and has a global presence in insurance and reinsurance, 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, the company 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 of 19.4%.

The company, through Thomas Cook (India) Ltd., owns 62.6% of 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), a company engaged in time share and resort business.

About Quess Corp Limited (formerly IKYA Human Capital Solutions Limited)
Quess Corp Limited (BSE: 539978, NSE: QUESS) 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 47 offices across 27 cities, as well as operations in North America, the Middle East and South East Asia. As of September 30, 2016, it employed over 139,000 employees.For further details on Quess Corp Ltd. please visit: http://www.quesscorp.com

About Sterling Holiday Resorts Limited: Sterling Holiday Resorts Limited, a leading holiday lifestyle 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 27 resorts in 24 scenic holiday destinations in India.

In pursuance of the Order of Hon'ble High Court, Bombay, dated July 2, 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 vacation ownership and resort business. In March 2016, Sterling acquired 100% stake in Nature Trails (an adventure holiday company) and this will add 93 rooms + Tents and Dorms [400 beds] to the total room inventory of Sterling. 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 Kuoni Travel (India) Pvt. Ltd) & Travel Circle International Services Limited (Formerly Kuoni Travel (China) Limited) : SOTC Travel Services Pvt Ltd (Formerly "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, Incentive Travel, Business Travel, Destination management Services and Distribution Visa Marketing Services.

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

About Mastercard
Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardAP and @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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