Thomas Cook (India) Ltd.
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N. M. Joshi Marg, Lower Parel
Mumbai 400 013
Board No.: +91-22-4242 7000

Thomas Cook Travel Smooth thomascook.in

A FAIRFAX Company

22nd August, 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 August 22, 2016 titled: Thomas Cook India extends its support to Prime Minister Modi's Swachh Bharat Abhiyan Campaign ~ Installs pre-fabricated toilet units in Udhagamandalam/Ooty towards health and sanitation in tourist destinations ~Targets pre-fabricated sanitary installations at key tourist locations, pan India.

This is for your information and records.

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

CIN: L63040MH1978PLC020717

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News Release

Thomas Cook Press Office: 022 42424380

Thomas Cook India extends its support to Prime Minister Modi's Swachh Bharat Abhiyan Campaign

~ Installs pre-fabricated toilet units in Udhagamandalam/*Ooty towards health and sanitation in tourist destinations~*
~Targets pre-fabricated sanitary installations at key tourist locations, pan India~

Udhagamandalam/Ooty-Tamil Nadu, August 22, 2016: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, in its bid to improving tourist infrastructure and promote better sanitation-hygiene at tourist destinations has announced the pilot launch of pre-fabricated sanitary installations. Udhagamandalam/Ooty, one of the most popular tourist destinations in the country, was chosen as the first site for the Company's initiative. The inauguration of Thomas Cook India's pre-fabricated sanitary facility was attended by various dignitaries including, **Mr. Abraham Alapatt, President & Group Head - Marketing, Service Quality, Financial Services & Innovation, Thomas Cook (India) Ltd, Dr. V. Prabhaharan, Udhagamadalam Municipality Health Officer, Mr. Nanjan Ramalingam, Tamil Nadu Electricity Board Officer** and the **Resort Managers, Sterling Holiday Resorts in Ooty**.

The Indian Tourism sector has been severely handicapped due to poor sanitation facilities at tourist destinations, and hence the strong focus of the Indian Government via initiatives like Swachh Bharat Abhiyan and programmes to promote sanitation infrastructure along with a change in mind-set of people, has been a welcome move. In a focussed endeavour to support the Swachh Bharat Abhiyan, Thomas Cook India having identified prime destinations in India which receive high tourist footfalls but face a deficit of sanitation facilities, has stated its clear intent to install pre-fabricated toilet units, commencing with Ooty/ Udhagamadalam.

Thomas Cook India had undertaken a careful study of the hill town of Ooty/Udhagamadalam, and basis analysis then selected an ideal installation site in the high trafficked central town bus stand, in close proximity to the Ooty Lower Bazaar. Thomas Cook India's pre-fabricated toilets in Ooty include 6 units (3 each for use of men and women) and include scientifically designed drainage facilities, with an exhaust fan per unit, equipped with facilities like hand-wash and air freshener. The units will be maintained by Thomas Cook India's subsidiary, Sterling Resorts- a staff has been deployed for this purpose with cleaning undertaken every hour.

Unlike other toilets in the surrounding area, the Thomas Cook India toilet units can be used free of cost and hence truly welcomed by tourists and local residents alike.

Commenting on this tourism focussed sanitation initiative, **Mr. Abraham Alapatt - President & Group Head - Marketing, Service Quality, Financial Services & Innovation, Thomas Cook (India) Ltd.** said, *"Through this initiative, we at Thomas Cook India, intend to improve the sanitation & hygiene of prime tourist locations across India. While the choice of location depends upon various factors like community need, land availability, clearances/approvals from local administrative bodies, availability of resources, etc., we are looking at targeting major tourists hubs such that our sanitation facility serves a 2 pronged benefit i.e. convenience of tourists and the local community and further the Government's critical Swachh Bharat Abhiyan."*

He concluded by stating, *"While Ooty is a key tourist locale for not just Tamil Nadu State, but for holiday makers across the country, it is also the location of our highly popular Sterling Holiday Resorts- Fern Hill & Elk Hill. This allows us the opportunity of keeping a close check on upkeep and maintenance, which will be handled by our subsidiary, Sterling Holidays."*

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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 229 locations (including 16 airport counters) in 91 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 111 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" 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, 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 of 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 62.6% 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 47 offices across 26 cities, as well as operations in North America, the Middle East and South East Asia. As of February 29, 2016, it employed over 120,000 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 1930 rooms spread across a network of 26 resorts in 23 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 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 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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