Thomas Cook (India) Ltd.
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A FAIRFAX Company

3rd August, 2015

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 500413
NCD Scrip Code: 949099
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
NCD ISIN: INE332A08014
Fax No.: 2659 8237/38

Dear Sir,

Sub: Press Release

We are enclosing herewith the Press Release dated August 3, 2015 titled "Thomas Cook India's Travel Corporation India promotes Inbound Tourism via a unique Cuisine Exchange Programme"

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

Thank you,

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

Rambhau R. Kenkare
President & Head - Legal & Company Secretary

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

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Thomas Cook India's Travel Corporation India promotes Inbound Tourism via a unique Cuisine Exchange Programme

~Participation of over 100 chefs from China, Korea & Taiwan-

August 3, 2015: **Thomas Cook (India) Ltd.**, India's leading integrated travel and travel related financial services company, in a pioneering initiative, managed over 100 delegates from China, Korea & Taiwan, at a **unique food exchange program** organised by its **Inbound Division, Travel Corporation (India) Ltd. (TCI).** This original concept was launched in **partnership with Beijng Kangyuan Food Culture Exchange Center and Hotel Kempinski Ambience, Delhi.**

Key dignitaries present at the event were **Mr. Zhang Wenyan and Mr. Liang Cheng from The International Nutritious Cuisine Research Association** (of China and Korea respectively), and **Mr. Xie from Taiwan Chinese Cuisine & Travel Development Institute, Mr. Ma, of Beijing Youth Travel Ltd., Mr. Rohit Tokhi and Mr. Neelabh Chugh of Hotel Kempinski Ambience, Mr. Prashant Narayan, COO and Head of Leisure Travel (Inbound), Travel Corporation (India) Ltd- Thomas Cook India.**

In a strategic initiative to leverage China's "Visit India Year 2015", Thomas Cook's Inbound Team of **Travel Corporation (India) Ltd. (TCI),** positioned Incredible India via an original concept of Culinary/ Gourmet Tourism to tap the strong emerging Inbound Chinese market, as also that of Korea and Taiwan.

India being the home of a diversity of vegetarian cuisines, an engaging platform of a **Cuisine Competition (Bodhi Cup)** was chosen with special focus on the nutritional value and health factor of vegetarian meals.

Mr. Prashant Narayan, COO and Head- Leisure Travel (Inbound), Thomas Cook India Ltd. and Travel Corporation (India) Ltd. said, "*TCI's internal data has highlighted the growing influence of China as a powerful source market for inbound tourism. While Chinese tourists stand at 100 million (expected to touch 200 million by 2020), India enjoys unfortunately but an insignificant share. Food plays a critical role in every culture and hence in a focussed attempt to leverage the China market potential, equally that of Korea and Taiwan, the* ***11th International Nutritious Cuisine Competition (Bodhi Cup)*** *was organized, with special emphasis on vegetarian food. The* ***Cuisine Contest*** *created a delightful on-ground engagement for over 100 participating chefs from across China, Korea and Taiwan, with vibrant discussion around India, vegetarian cuisino, nutrition, health & fitness.*"

As a special gesture, our team at Travel Corporation India, has invited the delegates to experience Indian hospitality and explore India's heritage and culture –the iconic Taj Mahal, holy city of Varanasi and Bodh Gaya.

Mr. Narayan concluded with *"Prime Minister Modi's pro-tourism initiative of e-TV (covering 43 countries, extended to an additional 31 countries) now includes China, and this augurs well in giving a fillip to Inbound Tourism. With cuisine seeing increasing interest, our Inbound Team has created a unique product portfolio that includes culinary experiences along with special yoga tours, Indian ayurveda & spa-wellness programmes, etc to engage the discerning Inbound markets and we hope this creates a buzz for the upcoming season."*

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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 currently extends to over 233 locations (including 19 airport counters) in 94 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 115 Gold Circle Partners and 112 Preferred Sales Agents in over 130 cities across India.

ICRA has upgraded the long term rating of Thomas Cook (India) Limited's non convertible debenture programme to 'ICRA AA/Stable' from 'ICRA AA-/Stable', assigned earlier. CRISIL has assigned long term rating of CRISIL AA-/ stable outlook to the non convertible debenture programme and banking facilities and short term rating of CRISIL A1+ to TCIL's banking facilities.

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** honoured with a **gold award** at **PATA Gold Awards 2015**; honored as **'India's Leading Tour Operator' for the year 2014, at the 21st Annual World Travel Awards Asia & Australasia 2014**, **Best Tour Operator at the Lonely Planet Travel Awards 2013**, **Favourite Tour Operator** at the **Condé Nast Traveller Readers' Travel Awards 2014, 2013, 2012 & 2011** and recognized as a **"Consumer Superbrand" 2013-14 & 2012-2013**. In addition, TCIL has been chosen as the **Best Corporate Travel Management Company** by **World Travel Brands 2012.** At the **National Tourism Awards 2012-2013**, TCIL was the recipient of 3 prestigious awards. 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 Toronto-based financial services holding company with a global presence in insurance and reinsurance and a portfolio of assets in excess of $38 billion invested worldwide. The Company, founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa, has over the past 25 years, demonstrated a strong financial track record to achieve an annual appreciation in Book Value per Share of 24.7% annually. Fairfax has almost 20 general insurance subsidiaries and joint ventures globally, including ICICI Lombard (India).
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 73.96% on a fully diluted basis of the Quess Corp Limited (formerly IKYA Human Capital Solutions Limited), a provider of specialised Human Resource related Services and 55.01% of Sterling Holiday Resorts (India) Ltd, engaged in time share and resort business and holiday activities.

About Quess Corp Limited (formerly IKYA Human Capital Solutions Limited)

Quess Corp Limited is a market leading business services entity with interests in Asset Management, IT Services and HR services. Headquartered in Bangalore, the Group has more than 80000 employees, operates in 27 cities in India, the North America, Middle East and South East Asia. The group has grown through a series of acquisitions in the last seven years and has INR 2,200 crores as revenue. Quess Corp Limited is a subsidiary of Thomas Cook (India) Ltd. For more information visit: http://www.quesscorp.com/

About Sterling Holiday Resorts (India) Limited:

Sterling Holiday Resorts (India) 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. Sterling Holidays' network includes 1767 rooms across 24 resorts in 21 scenic holiday destinations pan India. The company also has 15 additional sites where it plans to add new resorts in the coming years. For more information visit: www.sterlingholidays.com

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