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
Fax No. : +91-22-2302 2864

Thomas Cook Travel Smooth thomascook.in

A FAIRFAX Company

24th March, 2017

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 March 24, 2017 titled: Thomas Cook India goes Local to target the strong leisure segment in smaller catchment markets.

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

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Thomas Cook Press Office: 022 42427380

News Release

Thomas Cook India goes Local
To target the strong leisure segment in smaller catchment markets

Conceptualises a unique Weekend Mega Holiday Sale
Across 5 key locations in Mumbai-Navi Mumbai
(March 25-26, 2017)
~Ab Poora India Ghumega!~

Mumbai, March 24, 2017: Thomas Cook (India) Ltd. India's leading integrated travel and travel related financial services company, in a focused initiative to capture smaller, yet high potential local leisure markets, has conceptualized a unique customer outreach- going local- right to its customer's doorstep.

Given the unprecedented customer demand to its **The Grand Indian Holiday Sale**, Thomas Cook India has announced an extension, with a special **Weekend Mega Holiday Sale,** an on-ground activation across 5 key catchment localities in Mumbai and Navi Mumbai (Ghatkopar, Kandivali, Juhu, Fort and Vashi), carefully selected basis high potential demand. The venues are well located and popular with local consumers, offering optimal space for both the high traffic and interactions anticipated.

The upcoming weekend, March 25-26, 2017, is perfectly timed to coincide with the critical booking window for summer vacations- India's largest holiday season.

To delight its high potential Maharashtrian and Gujarati customers, and drive demand/conversions, the Thomas Cook India **Weekend Mega Holiday Sale** seeks to make holidays affordable for every Indian and ensure that ***Ab Poora India Ghumega!***

The weekend sale bonanza hence offers customers a range of attractive deals and the advantage of spot discounts up to Rs. 40,000 per person on Thomas Cook India's holiday packages, with an added incentive of a 'Child Travels Free' or its Holiday pe Holiday Free offer on select international tours. For customers who pay the entire amount upfront, Thomas Cook India offers a further discount of up to 9% on select international departures.

The integrated pre-activation includes print, outdoor, local activations and a strategic outreach to around 10,000 households in the catchment areas.

Highlights

- Sale Period: March 25-26, 2017 in Mumbai; 10am-8pm
- Meet Holiday experts at Ghatkopar, Kandivali, Juhu, Fort and Vashi
- Attractive range of offers, discounts on select International & Domestic Holidays
- Child Travels Free
- Holiday pe Holiday Free
- 7% off on FIT International
- Upto 9% off on full payment
- Book 3 cities, get 1 city Free
- Holidays include Love Trails, Cruise Holidays, Family Getaways

Rajeev Kale, Thomas Cook India's President & Country Head - Leisure Travel, MICE said, *"Our customers are increasingly emerging from small local pockets within larger cities, and our intent was to reach out to our customers by going local- right to their very doorstep!* **The Grand Indian Holiday Sale** *extension over the weekend will be available at 5 highly popular venues across key catchment localities across Mumbai & Navi Mumbai.*

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Mumbai currently contributes more than 15% to our holiday business and given the high growth potential, we intend to leverage this market to the maximum."

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 261 locations (including 21 airport counters) in 102 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 106 Gold Circle Partners and 112 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; Best Company providing Foreign Exchange** at the **CNBC AWAAZ Travel Awards 2015 & 2014**; felicitated with The **French Ambassador's Diamond Award** for **Exemplary Achievements** in **Visa Issuance 2015 & 2016**; **Condé Nast Traveller Readers' Travel Awards 2016 to 2011. Thomas Cook India's Travel Quest** was honoured at **PATA Gold Awards 2015** and 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 which holds 67.7%. 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 62.2% 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: 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 Facilities Management and Industrial Asset Management. Headquartered in Bengaluru, it has pan-India presence with 65 offices across 34 cities, as well as operations in North America, the Middle East and South East Asia. As of December 31, 2016, it employed over 158,000 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 (1963 operational rooms) 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 17 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) held 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

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name, and a stable and motivated professional management team. The company is a premium outbound travel operator in Hong Kong. The Company Travel Circle International Services Limited has been merged with Travel Circle International Limited w.e.f. Dec 13, 2016

Media Enquiries:

Thomas Cook (India) Limited: Suzanne Pereira:+91-22-42427380; +91-9820297665; suzanne.pereira@in.thomascook.com
Adfactors PR: +91 7795420310; ankita.mohanty@adfactorspr.com; gayatri.sethi@adfactorspr.com; +91 9769306266