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

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31st May, 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

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 May 31, 2016 titled: "Thomas Cook India reiterates its strategic intent to tap the burgeoning demand for standardised branded hotels – Partners with Vista Rooms"

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 42427380

Thomas Cook India reiterates its strategic intent to tap the burgeoning demand for standardised branded hotels – Partners with Vista Rooms

Mumbai, May 31, 2016: **Thomas Cook (India) Ltd.,** India's leading integrated travel and travel related financial services company, has announced a strategic partnership with **Vista Rooms**, one of the largest emergent network of hotels, to give India's leisure and business travellers the benefit of a branded standardised accommodation experience**,** at **over 800 properties across 90 locations pan India, together with more than 200 hotels in 25 cities in Sri Lanka. The diversity of properties includes boutique hotels, guesthouses, service apartments, private villas and home stays** and **extends across Tier 1 metros, mini metros like Mumbai and Pune, as also Tier II, III and IV locations**, including Mangalore, Coorg, Coimbatore, Ooty, Udaipur, Jaisalmer, Pushkar, Hampi, Munnar, Thekkady, Salem, Nashik, Shirdi, Aurangabad, Lonavala, Vapi, Surat, Rajkot, etc

The Thomas Cook- Vista Rooms partnership offers customers convenient online booking options via thomascook.in, covering standalone accommodation, and as inclusions in the Company's holiday packages.

Thomas Cook India's analytics having revealed the significant and rapidly growing appetite of India's consumer for branded standardised accommodation; this was reiterated by industry data that highlighted a 200% surge over last year (source: Google Travel Trend Reports). Hence, in a focussed initiative to leverage this clear and distinct demand, Thomas Cook India announced a partnership with Vista Rooms to offer customers a **wide range of stay options, at optimal locations and maximised savings, targeting both business and leisure segments.**

The Vista Rooms assurance includes the following key features:

- Complimentary Breakfast
- Free Wi-Fi
- Clean Washrooms with Toiletries and Soft White Towels
- TV with Cable/DTH Connection
- Complimentary Bottled Water

  Also, subject to availability, inclusions of concierge services and laundry facilities at discounted prices

Commenting on the partnership**, Mr. Abraham Alapatt- President and Group Head- Marketing, Service Quality, Financial Services and Innovation, Thomas Cook (India) Ltd.** said, *"With an exploding base of travel-hungry aspirational Middle India on the one hand, and increasing stresses of work life on the other, travel forms a delightful outlet, with weekends and myriad public holidays offering much scope for getaways in India or Sri Lanka. Thomas Cook India's partnership with Vista Rooms is an endeavour to establish a high degree of consistency with standardised stay experiences that customers have come to expect from us- be it for business, leisure or b-leisure."*

Ankita Sheth Co-Founder Vista Rooms, *said, "We're delighted to partner with Thomas Cook India who – is a trusted and well renowned brand in the travel industry. There are huge synergies between our businesses, especially with our hotel offerings in Sri Lanka. The Vista brand proposition which emphasizes high quality and predictable stays, will resonate well with Thomas Cook India's business and leisure customers. We look forward to a long and prosperous working relationship to drive greater quality standards and customer delight in the budget hotel segment."*

About Vista Rooms: Vista Rooms is a network of standardised branded accommodations across India with sheer focus on quality, affordability and customer experience. Putting together highly specialized skills within travel and technology, Vista Rooms provides travellers with an un-manipulated bouquet of hand -picked hotels, creating an awesome customer experience and offering a classic service. The vision is to create an adorable and affordable brand – not merely a functionality and a process like most competitors, but a bold and beautiful ecosystem for hotels by giving them a brand association and better visibility and to customers to offer them a comfortable stay along with predefined standards and amenities; most importantly to develop trust among users.

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 231 locations (including 20 airport counters) in 92 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 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 1914 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 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.

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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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