Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400 001
Tel.: +91-22-6160 3333
Fax No.: +91-22-2287 1069

Thomas Cook Travel Smooth thomascook.in

A FAIRFAX Company

9th April, 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 April 9, 2015 titled "Thomas Cook India taps into emerging Indian woman traveller segment- introduces 'What Women Want' packages".

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
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News Release

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Thomas Cook India taps into emerging Indian woman traveller segment- introduces 'What Women Want' packages

April 9, 2015, Mumbai: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, launched ***'What Women Want'*** – a unique and innovative product line catering to the needs of India's strongly emerging segment- the woman traveller.

Thomas Cook India's internal research & analysis has revealed an untapped potential in the powerful emerging segment of the Indian woman traveller – cutting across the traditional mother figure in family vacations to the influencer and now clearly today's decision maker. She covers the gamut from "girl groups", "kitty-party" groups, "bachelorette" tours, solo-travel to indulgent luxury vacations. The Frost & Sullivan Amadeus Report too highlights a significant growth potential of 891% in the travel of women business travellers (between 2011 and 2020). It is this powerful potential women traveller segment that Thomas Cook seeks to address via the launch of its women-centric product portfolio- What Women Want.

What Women Want packages have been specially curated keeping in mind the special interests of women travellers and the itineraries offer unique and engaging experiences like a **Thai kick-boxing** class and the **Nanta Thai cooking show** in **Thailand**, **nature trails and a tree-top walk** at MacRichie Reservoir in **Singapore**, **Village cycling tours** and **spa-rejuvenation therapy** in **Indonesia**, **island hopping tours & duty free shopping** in **Malaysia, wine sampling & cooking classes** in **Tuscany, Italy**, **fine-dining and VIP shopping tours with a personal assistant** in **Paris, France**, **dive-sail-snorkelling** in the **Maldives, pub-hopping in Philadelphia, USA and shopping and desert adventures** in **Dubai.** Other destinations include **Vietnam, Jordan and Morocco.** Packages start at merely INR 9900 (land package, per person on twin share).

"Women travellers are clearly the next growth driver and our product teams at Thomas Cook India have developed unique packages, personalised to serve their needs. Women take into consideration not just accommodation and sightseeing, but also elements like local cuisine, shopping, cultural sensitivities, safety and traditional nuances followed in each country. Travel serves as a great bonding experience and our What Women Want packages have unique mother-daughter programmes, best-friend-forever trips as also kitty-party fun tours!" said ***Ms. Shibani Phadkar, Senior Vice President - Products & Operations, Leisure Travel (Outbound), Thomas Cook (India) Ltd***

The packages are available online at thomascook.in and are valid for travel till December 31, 2015 with a minimum of 2 adults travelling together.

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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 23 airport counters) in 94 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 110 Gold Circle Partners and 112 Preferred Sales Agents in over 130 cities across India.

ICRA has assigned long term rating of 'ICRA AA-/ Stable' to Thomas Cook (India) Ltd's non convertible debenture programme. 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 2014 & 2013** and **Best Company providing Foreign Exchange** at the **CNBC AWAAZ Travel Awards 2014**; 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 1634 rooms across 21 resorts in 18 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

For Media Enquiries please contact:
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