Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400 001
Board: +91-22-6160 3333

A FAIRFAX Company

Thomas Cook Travel Smooth thomascook.in

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16th December, 2014

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 December 16, 2014 titled Thomas Cook India launches a pioneering "Holiday Savings Account" Save, Earn, and Travel- all at the same time!.

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

Thank you,

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

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

Encl : a/a

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CIN: L63040MH1978PLC020717

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News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook India launches a pioneering "Holiday Savings Account" Save, Earn, and Travel- all at the same time!

Mumbai, December 16, 2014: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, in a pioneering initiative to provide an affordable holiday solution for today's travel hungry Middle India, has launched its innovative **'Holiday Savings Account'** in association **with IndusInd Bank.**

Thomas Cook India's consumer research and analytics in partnership with Nielsen Media Research revealed that for the rapidly growing market of Middle India, while travel holds a strong aspirational opportunity, the upfront payment of such family holidays creates a significant barrier; further impacted by a reluctance to opt for a loan. Hence, in an attempt to offer a simple and attractive payment solution, Thomas Cook India's **"Holiday Savings Account" offers every Indian the affordability of a better holiday!**

Three Easy Steps to your Holiday Savings Account

Save for your dream holiday in 12 easy monthly instalments with our Bank Partners

Earn interest upto 9.1 % p.a.and 13th instalment by Thomas Cook India

Travel on your dream holiday next year at today's price enjoying savings of more than 20%

Thomas Cook India's innovative *Holiday Savings Account* involves 3 easy steps – ***Save, Earn and Travel***. Select your dream holiday package by opening a recurring deposit account with Thomas Cook India's preferred Bank Partner – IndusInd Bank. The cost of the package tour is split into 13 monthly instalments of which 12 are contributed by the customer and the 13th instalment is a combination of accrued interest from the RD plus a top-up courtesy Thomas Cook India.

The **attractive interest earned by customer of 9.1% p.a**. for twelve months- promotes the habit of saving, as also early planning of holidays. The **added consumer advantage of a top up from Thomas Cook on the 13th instalment** makes the entire Holiday Savings Account even more viable for the consumer. The USP of paying for a future holiday at today's prices, ensure consumers a powerful proposition of an **inflation-proof holiday**. And as a special consumer centric gesture, in case of an unforeseen problem, Thomas Cook India allows its customers **an exit option** post the 12 month period sans financial impact on the interest earned.

The delightful diversity of destinations, both domestic & international, adds further appeal to Thomas Cook's *Holiday Savings Account* and includes maximum sightseeing, all meals at hand-picked restaurants, accommodation at quality hotels, airfare, visa, medical insurance and service tax and currently covers 12 itineraries, across Singapore, Thailand, Dubai, Malaysia, Sri Lanka as well as Himachal, Kerala, North East, Kashmir, Bhutan & Goa. Consumers are offered a three month window from account opening to give them the convenience and flexibility of selecting their dream holiday at an easy going pace.

Mr. Abraham Alapatt, Chief Innovation Officer and Head – Marketing and Service Quality, Thomas Cook (India) Ltd said, "*At Thomas Cook India, our internal research- analysis highlights 2 key observations: first that every Indian aspires to a dream holiday and second, that the upfront payment unfortunately creates a distinct barrier, even more acute with family travel. As Indian consumers have always been the consummate "savers", our Holiday Savings Account seeks to leverage this innate savings habit via a simple and viable investment solution- the security and easy instalments of a bank RD, attractive interest rate of 9.1% and balance top up from Thomas Cook- a comprehensive saving solutions to guarantee every Indian the affordability of a better holiday!*

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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 235 locations (including 22 airport counters) in 99 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 133 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 **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", 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. 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 IKYA Group, a provider of specialised Human Resource related Services and 55.07% of Sterling Holiday Resorts (India) Ltd, engaged in time share and resort business and holiday activities.

About IKYA:
IKYA Group 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. IKYA is a subsidiary of Thomas Cook (India) Ltd. For more information visit: http://www.ikyaglobal.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. The company also plans to add new resorts to 15 additional sites.
For more information visit: www.sterlingholidays.com

For Media Enquiries please contact:

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