Thomas Cook (India) Ltd.
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Fort, Mumbai - 400 001
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Thomas Cook **Travel Smooth**
thomascook.in

A FAIRFAX Company

4th March, 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 March 04, 2015 titled "Thomas Cook creates "Travel Quest" - dedicated student travel vertical with its intent to focus on India's emerging student segment".

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

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News Release

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Thomas Cook creates "Travel Quest" - dedicated student travel vertical with its intent to focus on India's emerging student segment

Mumbai: March 4, 2015: On the occasion of the Finals of The ***Thomas Cook Travel Quest*** - India's first national travel quiz for school students- **Thomas Cook (India) Ltd.,** the leading integrated travel and travel related financial services company in the country, **announced its intent to focus on the student market via its "Travel Quest Study Tours".**

With data from the UGC and National University of Education revealing that in 2012 there were over 13.6 lakh schools in the country with enrollment increasing by 13% and approximately US$ 70 billion being spent on private education, the business potential of the student market in India is significant and increasing rapidly.

With India poised to become the world's youngest nation by 2020, this changing young demographic with growing aspirations seeks exposure to a global curriculum and opportunities are increasingly being built into the curriculum of progressive Indian schools. The endorsement from such schools that travel is the best teacher, coupled with the absence of professional operators in the space, creates viable blue ocean opportunity. Hence in a strategic initiative to leverage this untapped market potential, Thomas Cook stated its intent to target the student sector by setting up a **dedicated Travel Quest vertical comprising experienced professionals across the educational and travel domain.** In addition to the business objective, the benefits include, serving India's schools by enthusing students with a fresh, vibrant approach to learning and creating a globally aware and confident young Indian.

In a pioneering approach, the Company chose a vibrant and engaging platform of a travel quiz- **Thomas Cook Travel Quest - India's first national travel quiz for school students.** With a school outreach that commenced in October 2014, the Company concluded its successful pan India Season I with the National Finals at Hotel Taj Mahal, Colaba, declaring Mihir Bani and Mukund Choudhary of **Krishna Public School, Raipur as winner**. The winning students, along with their History and Geography Teacher were **awarded an experiential trip to Switzerland** hosted by **Switzerland Tourism Board**. Present at the event were Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd, heads of leading educational institutions, parents and students; also dignitaries from the Travel & Tourism sector. **The Guest of Honour was Ms. Anjali Raina, Executive Director, India Research Center, Harvard Business School.**

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd. said, *"Today, experiential learning is clearly a vital ingredient for India's young minds and travel is indeed the best teacher! Our national travel quiz - Travel Quest, was created post in-depth research as an engaging platform to reach out to students and educators- to look beyond the classroom and conventional methods of learning."*

About Thomas Cook Travel Quest Quiz Platform:

Thomas Cook India has partnered with **Greycaps India Private Limited** - Asia's largest on stage quizzing and knowledge services company, curated by noted quizmaster Mr. Giri Pickbrain, to bring a holistic and experiential approach to learning, via its vibrant and unique quiz platform- Thomas Cook Annual Travel Quest

- **4 month extensive outreach** starting Oct 2014 with an extensive school outreach programme
- Extensive reach: over 5 lakh students, 1100 schools across **16 cities pan India** (Chennai, Raipur, Hyderabad, Jaipur, Cochin, Indore, Bangalore, Dehradun, Gurgaon, Ahmedabad, Delhi, Pune, Bhubaneshwar, Kolkata and Mumbai)
- Covering school students classes 6 to 9
- Preliminary written qualifying test followed by City Finals and Zonal Finals
- Qualifying Teams:
  - North Zone: Cambridge Court High School, Jaipur
  - South Zone: Bhavan's Vidyamandir School, Eroor, Kochi
  - East Zone: Krishna Public School, Raipur
  - West Zone: The Bishop's School, Pune

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He added "*Our strategic business intent is clear: to address the business opportunity posed by the growing student market in the absence of organised players in the market. Our aim is to bring progressive academic curriculums to life with a hands on approach to learning, allowing students to engage in a healthy mix of fun and relevant education.*"

Mr. Menon concluded saying, "The latent demand is evident and **the early response has been encouraging:** our Team has as part its quiz school outreach, confirmed over 5 **school** student tours to destinations as diverse as Ranthambore, Singapore and Netherlands- in just over a month since we began our school outreach"

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 234 locations (including 23 airport counters) in 95 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 105 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 **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 Quess Corp Limited (formerly IKYA Human Capital Solutions Limited), 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 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

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