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

Thomas Cook **Travel Smooth**
thomascook.in

A FAIRFAX Company

19th May, 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 May 19, 2015 titled "Thomas Cook India rolls out its new TV Campaign - Kyunki, ab holiday se judi har cheez sorted hai!"

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.
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Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

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News Release

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#HolidaySortedHai with Thomascook.in

~Thomas Cook India rolls out its new TV Campaign - Kyunki, ab holiday se judi har cheez sorted hai!~

Mumbai, May 19, 2015: **Thomas Cook (India) Ltd.**, India's leading integrated travel and travel related financial services, launched its new TV campaign, #HolidaySortedHai. The TVC aims to capture the last minute hassles travellers have to endure and how having a one-stop solution offering end-end holiday services can be such a relief.

The film opens with actor Anand Tiwari as a traveller narrating his ordeal at various levels of planning and executing his holiday - right from booking the holiday package, air travel, applying for passport & visa to buying forex. With a hilarious comic twist, the TVC manages to stand out and strike an instant chord with the Indian consumer.

Thomas Cook India's hybrid "clicks + bricks" strategy, blends its offline and online services that promises ease and convenience throughout the course of planning and booking a holiday. Thomas Cook India is uniquely positioned to offer Indian consumers not merely tickets, but also the entire portfolio of travel related products & services (range of holiday products -domestic and international, tickets, hotels, cruises, individual and group tours, its luxury vacations- "Indulgence", foreign exchange, visa services & insurance) both online via their web and mobile portal www.thomascook.in and offline.

Speaking on the new campaign **Mr. Abraham Alapatt, Chief Innovation Officer & Head – Marketing and Service Quality, Thomas Cook (India) Ltd.** said, *"Thomas Cook India is one of the most trusted brands in India. Over the years we have sustained the image of the brand through quality services and carefully crafted communication strategies that focus on making travel a painless experience. We believe that the speed and simplicity of our online platform thomascook.in and the convenience and reassuring comfort of our extensive offline network - for personal interaction, personalisation and peace of mind helps us to address travel customer's needs right across the spectrum– from pure online to pure offline – and most significantly for every stage in between, where we believe the real market opportunity today lies!"*

The campaign was scripted by the creative team at **L&K Saatchi & Saatchi**, directed by **Rahul Nangia- Chief Creative Officer, L&K Saatchi & Saatchi** and produced by **Prashant Sampath, Umesh H. Patel of Hundred Frames.**

Mr. Debarjyo Nandi, Vice President, Client Servicing L&K Saatchi & Saatchi said "*thomascook.in is the ideal destination for all holiday needs given the fact that they are experts and assist with end-to-end travel-related services. The idea for the TVC was to look at the extremities that exist between what some people still do vs. what they should ideally do, to bring into life- Thomas Cook India's core proposition and promise of 'Travel Smooth'.*"

The campaign commenced on April 29th and will run through May on Hindi & English GEC, News, Infotainment and Movies channels; also at select PVR Cinemas across India (metros and select cities). On the digital platform, Thomas Cook India is promoting the campaign through Hotstar during IPL match screening, YouTube and Social Media via Twitter and Facebook contests with contextual content.

View Thomas Cook India's new TVC here - **https://www.youtube.com/watch?v=744QqINSlaY**

CREDITS
AGENCY: L&K SAATCHI & SAATCHI; **CREATIVE TEAM:** Rahul Nangia, Ruchika Parab, Clyde Galbao, Shahid Shehzad
ACCOUNT MANAGEMENT: Debarjyo Nandi, Siddharth Matalia, Vinita Kotian
PRODUCTION HOUSE: Hundred Frames
DIRECTOR: Rahul Nangia - Chief Creative Officer, L&K Saatchi & Saatchi
PRODUCER: Prashant Sampath, Umesh H.Patel **DOP:** Sylvester Fonseca **POST HOUSE**: Famous **EDITOR**: Abhilesh Shivalkar

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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 115 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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