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

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22nd 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 22, 2014 titled "Thomas Cook India launches "Silver Breaks" - customized International and Domestic Holidays for senior citizens".

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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News Release

Thomas Cook Press Office: 022 66091380
Pressoffice@in.thomascook.com

Thomas Cook India launches "Silver Breaks" - customized International and Domestic Holidays for senior citizens

Packages include: airfare, all meals, elder friendly hotels and sightseeing, porter assistance, special dietary needs, on- trip medical assistance, handpicked experienced tour managers accompaniment, pre departure meetings, entertainment evenings and easy access transport

Mumbai, December 22, 2014: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, has introduced its new product line**, "Silver Breaks", exclusively focusing on an untapped growth segment of over 58 years of age - senior citizens or "Silvers".**

While much has been made of the "young" Indian travel segment, Thomas Cook India has focused on the untapped **opportunity of addressing the very special needs of senior citizens who require personalized holiday solutions, but are currently left with little option but to compromise in the absence of tailor made solutions.**

According to the research by **Amadeus & Frost & Sullivan (2013), the market for outbound Indian senior citizens is projected to grow significantly from 1.3 million to over 7.3 million over the next 15 years** and to add to this, **Thomas Cook India expects the domestic segment to increase by a minimum of the same 7x multiple – and on a much larger base**.

Given this strong potential, Thomas Cook India intends to focus on serving the needs of middle & upper middle class senior citizens who have taken care of all their personal and professional responsibilities, have the means – and most importantly the time, to take top quality, competitively priced, specialised holidays where they do not have to worry or compromise.

To ensure an in-depth understanding of the Silvers market segment, Thomas Cook India has worked extensively with members of the **Dignity Foundation**, a leading NGO in the elder space, to create special customised products for its Silver Breaks portfolio.

The specialized Siler Breaks itineraries offer support for special dietary needs, on- trip medical assistance, handpicked elder friendly hotels, experienced tour managers accompaniment, pre departure meetings, entertainment evenings and high quality easy access vehicles covering destinations such as Thailand, UK and Italy in the outbound segment as well as the Golden Triangle and Kerala on the domestic front.

Mr. Rajeev D. Kale, President and Chief Operating Officer - MICE, Domestic & Sports Tourism, Thomas Cook (India) Ltd. said *"At Thomas Cook India, we continue our tradition of innovation by introducing a product line for a largely subserviced segment. The potential outbound senior citizens market is poised to grow rapidly from 1.3 million to over 7.3 million in the next 15 years, and our expectation that the domestic senior citizen traveller opportunity will also grow by at least the same 7x multiple - on a much larger base – is truly exciting!*

Middle & upper middle class Indian senior citizens have taken care of all their responsibilities and have the means – and most importantly the time to take holidays where they do not have to worry or compromise. By working with members of Dignity Foundation, we were able to further understand their key needs– and hence our packages include airfare, all meals, elder friendly hotel accommodation and sightseeing, porter assistance, assistance for special

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dietary needs, on- trip medical assistance, handpicked experienced tour managers, pre departure meetings, entertainment evenings and easy access transport – all at very attractive price-value points. With the holiday season around the corner, Silver Breaks assures Silvers an unforgettable experience!" he added.

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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