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8th November 2012

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 500413

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

Fax No.: 2659 8237/38

Dear Sir,

Sub: Press Release

We are enclosing herewith the Press Release dated 8th November 2012 titled: Thomas Cook (India) Ltd. launches 'Rock-On Holidays' for young Indian travelers-'First Indian Travel company to launch exclusive youth centric product range'

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

Thanking you,

Yours faithfully,
For **Thomas Cook (India) Limited**

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

Encl. a/a

News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook (India) Ltd. launches 'Rock-On Holidays' for young Indian travellers

-First Indian Travel company to launch exclusive youth centric product range-

Mumbai, November 8, 2012: **Thomas Cook (India) Ltd**, India's largest integrated travel and travel related financial services company, introduces a new vibrancy, spirit of adventure, fun and learning with India's first **youth centric travel product range – 'Rock-On Holidays'**

Historically, travel in India has largely been the domain of the 35-60 year old age group. Thomas Cook India's customer analysis however, unearthed a strong, **emerging trend: almost 45% of its individual holiday travelers are Youth, and this segment is poised to grow at an exponential rate of 25-30%.** The analysis also uncovered an interesting insight/business opportunity: for the young traveler of today, travel is clearly not about traversing the distance between point A and B, but rather a voyage of discovery – of new places, and importantly - different, exciting non-traditional experiences.

In a focused endeavour to tap this new and powerful youth market, Thomas Cook India has been swift to seize the first mover advantage with the launch of its unique Youth travel portfolio, 'Rock-On Holidays'

The product team of 'Rock-On Holidays' has designed a delightful diversity of **youthful experiential itineraries at destinations carefully handpicked** to enthuse its avid young travelers, and starting from an unbelievable INR 35,000 - **bike tours and pub crawls in Spain, scuba diving at Ko Samet, elephant trekking & rafting in Bali, Queenstown's high adventure activities, mountain biking, para gliding & alpine trekking in Switzerland, Orlando's Clearwater beach tripping, Kilimanjaro climb in Tanzania, Iceland's stunning Northern Lights tour, Horse trails in South Africa, a local village experience in Laos,** and more.

Keeping the unique interests of India's young travelers in mind, 'Rock-On Holidays' offers **exhilarating and engaging activities** like I-fly, fissure snorkelling, ice-climbing, kayaking, zip-trekking, snow-mobiling, glacier hiking and unconventional ways of touring- via horseback, Segway, bicycling, or even a Ferrari drive experience. Experimental off-beat journeys with that unique adrenalin rush form a hallmark of the 'Rock-On Holidays' product line.

Thomas Cook India's case studies have indicated the clear intent of youth- **Partying is a priority!** 'Rock-On Holidays' has hence included the **best of world famous clubbing capitals**: Miami, with a special *'One Single Party Pass'* offering unlimited entry to the choicest night clubs; *Las Vegas with a* unique 'VIP Pool Party tour'; an inimitable *'Dine with an Astronaut' experience* in Orlando and Europe's top party place- Ibiza.

Food and wine are emerging as key interests that captivate our evolving youth segment, and Rock-On Holidays has captured unique gastronomic and wine-beer experiences as part of its itineraries.

Today's young travelers are increasingly looking for **meaningful yet fun learning experiences** and hence the inclusion of engaging training sessions for scuba diving, surfing, sailing, flamenco dancing and even culinary classes in the Rock-On Holidays portfolio.

Another important perspective that 'Rock-On Holidays' has kept in mind is that all packages are attractively priced to ensure **value-for-money**. Accommodation is kept affordable with an eclectic mix of from basic hotels to youth hostels.

Commenting on the launch of 'Rock-On Holidays', **Mr. Madhav Pai, Director- Leisure Travel (Outbound), Thomas Cook (India) Ltd** said, *"At Thomas Cook (India) Ltd, we've been observing with delight the emergence of Gen Y Indian travellers - a confident and experimental segment with rapidly growing purchasing power. Their hunger for nontraditional, experiential travel has been the driver of our path-breaking initiative, Rock-On Holidays. With its diversity of unique travel experiences and innovative activities, we are confident that Rock-On Holidays, from Thomas Cook, will address a latent need of this powerful youth market and help us create a new generation of customers for the brand"*

About Thomas Cook (India) Limited:

Thomas Cook is the largest 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, and has been providing world-class travel service for 132 years.

TCIL's footprint currently extends to over 255 locations (including 26 airport counters) in 104 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 122 Gold Circle Partners and 165 Preferred Sales Agents in over 100 cities pan India.

The Brand Trust Report™, India study 2012, has ranked Thomas Cook (India) Ltd as **The most Trusted Brand in Travel Services.** Thomas Cook India has also been honoured with the prestigious **"Favourite Specialist Tour Operator"** award at the **Condé Nast Traveller Readers'** Travel Awards 2011 and was conferred with the **CNBC AWAAZ - " Best company providing foreign exchange"** in India for the third year in a row. In addition, Thomas Cook (India) Ltd has been awarded the **'Most Trusted Tour Operator Brand' by the Times Travel Honours 2011** and also recognized as a **"Superbrand" 2011-2012** by consumers for excellence in travel services. TCIL was awarded the prestigious **National Tourism Award (2010-2011)** for **'Outstanding Performance'** as an 'Inbound Tour Operator' in Category I, third position.

CRISIL has reaffirmed Thomas Cook (India) Limited with the **'CRISIL A1+ and AA- rating.**

For more information, please visit www.thomascook.in

About Fairfax Financial Holdings Limited:

Fairfax Financial Holdings is a Toronto-based financial services holding company with a global presence in insurance and reinsurance and a portfolio of assets in excess of $30 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). The portfolio also includes several market leading insurance companies such as Odyssey Re (USA), Crum & Forster (USA), First Capital (Singapore), Fairfax Brasil (Brazil), Gulf Insurance (Kuwait).

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.

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