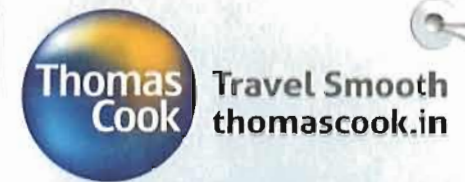


Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400 001
Board: +91-22-6160 3333

A FAIRFAX Company



9th December, 2013

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 9, 2013 titled "Thomas Cook India launches path-breaking campaign - in association with Tourism Malaysia leveraging pioneering, still photography animation technology".

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

Thomas Cook (India) Ltd.
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Fort, Mumbai - 400 001
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News Release

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

Thomas Cook India launches path-breaking campaign

*~ in association with Tourism Malaysia
leveraging pioneering, still photography animation technology~*

Mumbai, December 9, 2013: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, has introduced its latest brand campaign, in partnership with Tourism Malaysia. The campaign leverages pioneering computer graphics and animation technology to present impactful 15 second clips that showcase Malaysia as a vibrant and delightfully diverse destination of choice for Summer 2014.

The Thomas Cook India-Malaysia 360 degree campaign extends across TV, Cinema, You Tube digital and print, targeting primarily the discerning top end Indian FIT (Individual traveller) and luxury segment.

Faced with an uphill task of combating both a time-poor audience and viewer fatigue, yet effectively spotlighting Malaysia's range of attractive experiences, Thomas Cook India's campaign succeeds with elan- an animated clip delivered in under 15 seconds. Given India's photo-happy holidayers, the campaign internally titled 'Snapshots of the Mind' introduces the poignant recall of holiday photos, creatively animated to bring in the vibrant feel of a motion picture.

Abraham Alapatt, Head - Marketing, Thomas Cook (India) Ltd elaborates: *"At Thomas Cook India, innovation is in our DNA and our new marketing campaign promoting Malaysia Tourism is yet another pioneering initiative from the Thomas Cook stable."*

He added, *"Our Television Commercial (TVC) utilizes a truly novel technique, where still images are animated using computer graphics to create a short, yet impactful film, ensuring not just higher recall for both brands, but a strong allure that entices consumers to book their next holiday in Malaysia. Innovative and a first of its kind in India, this technique makes for great visual appeal amongst viewers."*

Mr. Manoharan Periasamy, Director Tourism – Malaysia, Mumbai speaking on the new marketing campaign commented *"Destination Malaysia has been featured in a never before avatar, and it is a delight to partner with Thomas Cook, the inventors of the world's first package holiday. Their innovative campaign is a game changer and its creative use of technology, is sheer genius."*

He elaborated, *"We were looking to showcase Malaysia's array of memorable experiences while revealing newer facets of both popular and niche destinations to Indian travelers, albeit differently, and Thomas Cook India's campaign has come out a winner."*

The brand campaign will run across print, electronic and digital mediums.

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About Thomas Cook India Limited:

Thomas Cook (India) Ltd 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 242 locations (including 23 airport counters) in 99 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 134 Gold Circle Partners and 165 Preferred Sales Agents in over 150 cities across India.

Thomas Cook (India) Ltd has been voted **Best Tour Operator at the Lonely Planet Travel Awards 2013**, **Favourite Specialist Tour Operator at the Condé Nast Traveller Readers' Travel Awards 2012 & 2011** and **Best Tour Operator - Outbound at the CNBC AWAAZ Travel Awards 2013**. In addition, TCIL has been chosen as the **Best Corporate Travel Management Company by World Travel Brands 2012**, and recognized as a "Consumer Superbrand" 2012-2013 by Superbrands. At the **National Tourism Awards 2011-2012**, 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**.

ICRA has assigned a long term rating of 'ICRA AA-/ Stable' and CRISIL has assigned a long term rating of CRISIL AA-/ stable outlook, to the non convertible debenture program.

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. 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 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).

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 74% of the IKYA Group, a provider of HR Recruitment Services.

About IKYA Group

The IKYA Group, established in '2007, has over the last 6 years, evolved into a diversified provider of Business Services with interests in Human Resources (Recruitment & General Staffing), IT Staffing & Services, Facilities Management, Food & Hospitality services and Training & Skill Development through a combination of organic and inorganic methods. The Group operates out of 33 offices across 22 cities and employs 65,000 personnel.

For Media Enquiries please contact:

Thomas Cook (India) Limited

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