

Thomas Cook (India) Ltd.

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

A FAIRFAX Company



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19th November, 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,

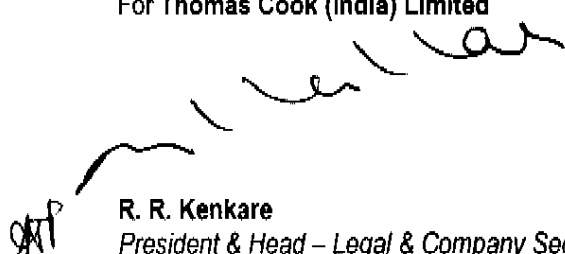
Sub: Press Release

We are enclosing herewith the Press Release dated November 19, 2013 titled "Thomas Cook India's 'Through the Crystal Ball' Online Survey uncovers emerging trends with next Gen Indian travellers".

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

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Thomas Cook India's 'Through the Crystal Ball' Online Survey uncovers emerging trends with next Gen Indian travellers

- **72% of young Indians will travel on a holiday irrespective of the economy/currency**
- **Young Indian travelers want an option to connect with their travel service providers, online as well as offline with 66% travelers preferring a flexible mix of online & offline touch-points**
- **43% of the young travelers make at least one International trip annually**
- **66% of the young Indian travelers said that they would take two short haul trips in a year instead of one long haul trip annually**
- **62% of the young travelers are open to spend up to 15% of their annual income on travel**

Mumbai, November 19, 2013: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, undertook the 'Through the Crystal Ball' Survey to help identify emerging trends, opportunities and needs of the emerging Indian traveller via the logical route of digital – via email, web and social media to reach out to this "digital natives" generation.

The survey results were presented at Thomas Cook India's recent event 'Disha 2013', organised by its educational arm Thomas Cook - Centre of Learning (CoL) to present to the young students, the realities that they, as next generation travel professionals passing out from CoL, would have to deal with.

Over 3800 respondents were reached via the 'Through the Crystal Ball' online survey administered via Thomas Cook's Social Media platforms – primarily Facebook & Twitter, and Thomas Cook's email database of young independent customers. Respondents, from both metros and non-metros who participated were encouraged to share and refer and received gratification via online travel coupons - redeemable on www.thomascook.in the company's comprehensive travel portal.

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd said, "We, at Thomas Cook India, have a long history of innovation spanning over 170 years - as creators of the first package holiday, the first hotel voucher, travelers cheques etc. and so we believe innovation is in our DNA! Research – especially forward looking research such as this, serves like lighthouses - illuminating the path ahead as we continue on our continuous journey of offering new and innovative products, services and destinations to satisfy the ever evolving needs and aspirations of a young, impatient and digitally native Indian traveller."

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Travel, Insurance, Visa & Airport services and E-Business. The company set up its first office in India in 1991.

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.

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

Registered Office: Thomas Cook (India) Ltd. Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.