

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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8th January, 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,

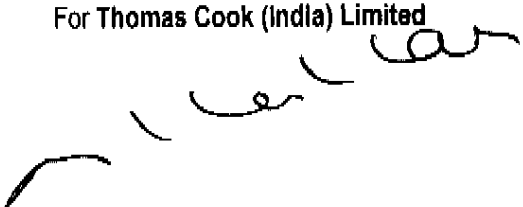
Sub: Press Release

We are enclosing herewith the Press Release dated January 8, 2014 titled "Thomas Cook India launches interactive & innovative tablet app - brings Holiday products alive and sharpens its sales process-".

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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News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook India launches interactive & innovative tablet app - brings Holiday products alive and sharpens its sales process -

Mumbai, January 8, 2014: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company has launched a unique customer-centric android tablet app, equipping its Holidays front line team with a cutting edge sales tool.

A holiday to most customers is akin to a dream- exciting experiences and exotic locales, but difficult to put into words. Imagine then the challenge of selling this magical but intangible service. Hence, in a path breaking initiative to aid its sales teams, Thomas Cook India has created a unique app: an impactful amalgamation of a host of travel packages, detailed itineraries and options; vibrant images, videos, maps and backed with invaluable visa, travel tips and destination information. Thomas Cook India's tablet app provides a virtual walk-through of the itinerary along with a handy comparison of various packages, thus greatly enhancing the customer's overall research cum booking experience.

Live access to Thomas Cook India's backend content and booking systems, ensures that its tablet app offers real-time inventory and updated information. Exciting and current special deals are dynamically displayed as a handy tool to its consumer facing sales teams.

The eco-friendly tablet app eliminates the need for voluminous, paper heavy brochures, thus reiterating Thomas Cook India's focus on the environment. The tablet is also highly cost effective in drastically reducing the Company's brochure print and distribution costs.

With almost 50% of India's consumers below the age of 25, the launch of its tablet app underscores Thomas Cook India's focus on its new age consumers, with tech enabled services to delight them.

Next steps include integration of a payment process towards a seamless end-to-end service.

Commenting on the launch of the app, **Mr Amit Madhan, COO - IT, E-Services & Insurance, Thomas Cook (India) Ltd. said,** "At Thomas Cook India, infusing cutting edge technology into our products and services has been our single minded focus and this innovative tablet app is yet another pioneering achievement."

"We chose Mobicule Technologies as a partner and are delighted with the outcome - a virtual eBrochure that showcases all our leisure travel products with intelligent features, including access of live discounts and package comparisons."

Mr. Madhan ended with a commitment, "Our new tablet app is a reiteration of Thomas Cook India's strategic focus on consumer centric technology investment, and 2014 will usher in several exciting tech led initiatives."

Siddharth Agarwal, CEO of Mobicule Technologies said, "In India's fast growing and competitive travel market, there is an ardent need of new technologies that help in engaging customers. We focus our research and developments in the mobile application space to enable companies enhance their efficiency, employee engagement and customer satisfaction. Thomas Cook has been known for its

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pioneering innovation and this application provides an edge to their business, enabling access to real time information and also provides the customers with a virtual experience."

Jatinder Paul Singh, Senior Vice President & Head, Leisure Travel (Outbound) – Sales & Distribution, Thomas Cook (India) Ltd. added, "Our innovative tablet app is proving to be an invaluable tool for our increasingly tech savvy consumers, equally our frontline sales teams. Having launched this in Mumbai, we look forward to its pan-India roll out later this month- perfectly timed for our booking season!"

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 244 locations (including 23 airport counters) in 101 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 2013 & 2012** 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. 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.

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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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