

Thomas Cook (India) Ltd.
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A FAIRFAX Company



Travel Smooth
thomascook.in

17th December, 2013

The Manager,
Listing Department
BSE Limited
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Dalal Street
Mumbai - 400 001
Scrip Code: 500413
NCD Scrip Code: 949099
Fax No.: 2272 2037/39/41/61

Dear Sir,

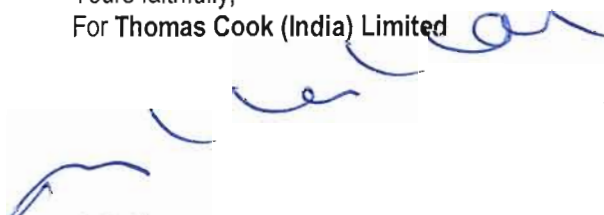
Sub: Press Release

We are enclosing herewith the Press Release dated December 17, 2013 titled "Thomas Cook India launches pioneering "Shop-in-Shop" model - Inaugurates a unique travel desk at Jaslok Hospital & Research Centre, Mumbai".

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 launches pioneering “Shop-in-Shop” model ~Inaugurates a unique travel desk at Jaslok Hospital & Research Centre, Mumbai~

Mumbai, December 17, 2013: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, reiterated its strategic focus on retail expansion via its innovative '**Shop-in-Shop**' model with the inauguration of its unique travel desk at Jaslok Hospital & Research Centre, Mumbai.

A first mover in the Indian travel industry, Thomas Cook India's innovative hospital outlet follows on the heels of its success story at Kochi's impressive LuLu mall- the Company's pilot run of its Shop-in-Shop concept.

Jaslok Hospital is an NABH accredited multispecialty tertiary care trust hospital. Patients, both domestic and international, visit Jaslok Hospital to seek treatments in various super specialty services. Keeping the travel requirements of patients in mind, Jaslok Hospital has partnered with Thomas Cook to offer a range of travel services including air ticketing, hotel bookings, car services, foreign exchange and travel insurance. This initiative was taken, keeping in mind the convenience of patients.

Given Thomas Cook India's focused delivery on its Outreach Programme- to bring travel right to the consumer's doorstep, this outlet is strategically positioned within the Jaslok Hospital premises, to better serve the needs of patients and relatives.

The Thomas Cook India travel desk hence offers Jaslok Hospital's patients and medical community the reassurance of a trusted brand with the personalized touch and care of a professional travel expert, ensuring a smooth travel experience.

Commenting on the launch of the Company's 'Shop in Shop' outlet, **Madhavan Menon, Managing Director, Thomas Cook (India) Ltd.** said, *"We are delighted to launch our Thomas Cook travel desk at the prestigious Jaslok Hospital, a first of its kind in the Indian travel industry, where our in-store travel experts will serve the travel and holiday needs of patients and their families as well as the doctors and staff of the Hospital."*

Mr. Menon reiterated: *"We have selected our partner with great care and Jaslok Hospital's sterling reputation and cutting edge initiatives offer perfect synergy with Brand Thomas Cook."*

Mr. Menon added, *"This pioneering and innovative concept is part of our "customer outreach" strategy that aims to expand the sphere of our brand's influence beyond traditional touch points and go where customers need our services the most. An initiative such as this where our services can be used to help patients and families with emergency medical travel is particularly significant and we are actively looking to build more such mutually beneficial partnerships in the future"*

Commenting on the launch, **Dr.Tarang Gianchandani, CEO, Jaslok Hospital & Research Centre** said, *"Our ultimate goal is to improve patient satisfaction so that every patient walking out of Jaslok Hospital should be satisfied with all our services and is given all the facilities, he desires. We want to give a trusted healthcare delivery system to all our patients, hence for all external partnerships, trust and integrity is considered as first priority. This partnership with Thomas Cook, is also keeping that goal in mind. We expect our association with Thomas Cook will take care of travelling and other related requirements of our patients & their relatives and will make it convenient & comfortable travel option for them at all times."*

About Jaslok Hospital& Research Centre:

In the late 60s, when the establishment of large private Hospitals was not common, one family decided to take a bold step in a new direction and channel change. The Chanrai family, with business interests in many countries, was equally steeped in philanthropy, having supported many small and large projects.

Jaslok's founders, Jasoti and Lokoomal Chanrai, had a vision - to bring to Mumbai an ultra-modern medical facility that will provide quality healthcare to all regardless of their caste, creed or financial ability. Seth Chanrai's vision was brought to reality largely by his brother-in-law Dada Mathradas Assomull, under the medical guidance of Dr. Shantilal Mehta.

The result of their single-minded effort was the establishment of Jaslok Hospital& Research Center on July 6, 1973, which was inaugurated by the then Prime Minister Mrs. Indira Gandhi.

Over the years, true to its founders' vision, Jaslok has silently not only lived up to its reputation as a charitable Hospital of merit, but has also adopted several breakthrough technologies to usher in medical miracles.

Today, The Jaslok Hospital& Research Centre is one of the oldest tertiary care, multi-specialty Trust Hospitals of the country attracting patients from all over India and abroad.

The institution now has around 35 established specialities and these are growing steadily. The departments are equipped with state of art equipment and manned by trained and dedicated staff many of whom now run training programs. Jaslok is now a full-fledged teaching institution and conducts postgraduate courses as well as a nursing school being recognised by the National Board of Examinations in many specialities.

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 240 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.

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