

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



Travel Smooth
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A FAIRFAX Company

25th March, 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 March 25, 2014 titled "Thomas Cook India launches "Fusion Holidays".

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 Press Office: 022 66091380

Thomas Cook India Ltd.

Thomas Cook India launches "Fusion Holidays"

Creates a new customer segment by combining the price advantage of group tours, with the freedom to customize personal holiday itineraries.

Mumbai, March 25, 2014: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, has introduced an innovative product line- **'Fusion Holidays'**, to target a new emerging Indian consumer segment.

Thomas Cook India's internal research and trend reports had highlighted the emergence of a new market segment- an increasingly value conscious consumer but an individual in his own right; hence looking for value saver travel packages without losing out on personalization. Thomas Cook's strength in its group travel business gives it powerful economies of scale, which when coupled with its Personalised Holidays (FIT business) offers unique flexibility and freedom. Thus was conceived a delightful amalgamation- 'Fusion Holidays'- which allows for the price advantages of group rates (fixed departures) and the freedom to customize one's itineraries at the destination.

And for the Indian traveler of today, Fusion Holidays' colloquial tag line captures this duality delightfully- **"Saath bhi, Akele bhi!"**

From weekend getaways like Dubai and Sri Lanka or the favourites of Singapore, Thailand, Malaysia and Hong Kong; the scenic splendor of Switzerland; a smorgasbord of culture and cuisine in Italy and Spain; wildlife safaris and adventure in South Africa to idyllic island bliss in the Maldives; Thomas Cook's Fusion Holidays offers an alluring array of dream vacations!

Thomas Cook India's Fusion Holidays are air-inclusive packages: a combination of airfare (with taxes), accommodation in 3 star hotels and essential sightseeing. While the departure dates and hence air travel is fixed, customers can personalize all other components- be it an upgraded hotel stay, add on sightseeing tours, extended stays, etc.

Ms. Shibani Phadkar, Senior Vice President & Head - Leisure Travel Outbound, Products, Contracting, Operations & Tour Management, Thomas Cook (India) Ltd. said: *"As pioneers in the holiday business we not only carefully track evolving consumer segments and trends, but equally keep our product innovation in top gear to ensure customer delight. Our Fusion Holidays brings a unique two pronged benefit to a new Indian market segment- great value to cater to increasing price sensitivity while respecting his individuality with the flexibility and freedom of personalized options."*

Ms. Phadkar elaborated, *"The itinerary of each Fusion Holiday has been carefully designed, to cover the must-do sightseeing attractions while leaving our customers sufficient time to indulge in their special interests via add on tours. And with the Summer holiday season just around the corner, Fusion Holidays assures our customers of a truly unforgettable experience."*

To avail of a Fusion Holiday, visit a Thomas Cook outlet or send 'holiday' as an sms to 56767100

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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 240 locations (including 21 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 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.

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.

About Sterling Holiday Resorts (India) Limited:

Sterling Holiday Resorts (India) Limited, a pioneer in vacation ownership and a leading leisure hospitality company in India, was incorporated in 1986 with the vision of delivering great holiday experiences to Indian families. Sterling Holidays' network includes 1512 rooms across 19 resorts in 16 scenic holiday destinations pan India. The company also has 15 additional sites where it plans to add new resorts in the coming years.

For more information visit: www.sterlingholidays.com

For Media Enquiries please contact:

Thomas Cook (India) Limited

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Holidays | Foreign Exchange | Business Travel | Visas | Insurance

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