Thomas Cook (India) Ltd.
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Fort, Mumbai - 400 001
Tel.: +91-22-6160 3333
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Thomas Cook Travel Smooth thomascook.in

A FAIRFAX Company

29th September, 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 September 29, 2014 titled "Thomas Cook India announces the launch of Travel Quest First National Inter School Travel Quiz".

This is for your information. We request you to acknowledge the same.

Thank you,

Yours faithfully
for **Thomas Cook (India) Limited**

R. R. Kenkare
President & Head - Legal & Company Secretary

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News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook India announces the launch of *Travel Quest* First National Inter School Travel Quiz

~ To reach over 3.5 lakh next gen Indian travellers from over 1200 schools across 16 cities~

Mumbai, Sept 29, 2014: To commemorate World Tourism Day, **Thomas Cook (India) Ltd.,** India's leading integrated travel and travel related financial services company, announced the launch of the ***Thomas Cook Travel Quest*** - India's first national travel quiz for school students.

With over 50% of India under the age of 25 years and the country set to become the world's youngest nation by 2020 (with an average age of 29 years), this changing young demographic with growing aspirations seeks exposure to a global curriculum and opportunities that are increasingly being built into the curriculum of progressive schools. Thomas Cook India's Travel Quest sets out to serve these schools and enthuse their students with a fresh, vibrant approach to learning and to help create a globally aware and confident young Indian.

The contest is open to school students across India from classes 6 to 9, with a six month extensive outreach starting in mid October 2014, across 16 cities (Mumbai, Delhi, Noida, Gurgaon, Jaipur, Chennai, Bangalore, Hyderabad, Cochin, Pune, Ahmedabad, Indore, Dehradun, Kolkata, Raipur and Bhubaneshwar): a written qualifying test across the 1200 schools, followed by qualifiers to determine City, State, Zonal and eventually National winners. The four zonal winners will contest for the title prize at the grand finale, which will be held in Mumbai during Q1 2015.

For this unique initiative, Thomas Cook India has partnered with **Greycaps India Private Limited** - Asia's largest on stage quizzing and knowledge services company & curated by noted quizmaster Mr. Giri Pickbrain with the focus being on History & Geography.

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd. said, "*We are delighted to announce the launch of **Thomas Cook's Travel Quest**, a first of its kind initiative for young Indians via our partnership with Greycaps. Experiential learning is the need for today's young minds and travel is indeed the best teacher. Our Travel Quiz platform - Travel Quest, is our contribution to encouraging schools & young Indians to look beyond the classroom and conventional methods of learning.*
He concluded, "*For us at Thomas Cook India,* the ***Thomas Cook Travel Quest*** *is a strategic pioneering initiative that serves to nurture the passion for travel & learning of India's next generation – its young explorers.*"

Mr. Giri Pickbrain, Quizmaster, Greycaps India Private Limited said, "*In an era when the need of the hour is to equip our children to be globally savvy& prepared, Thomas Cook's Travel Quest Travel Quiz provides a wonderful opportunity and platform for schools to widen the knowledge horizons of Young Indians.*"

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About Thomas Cook (India) Limited:
Thomas Cook (India) Ltd (TCIL) 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 233 locations (including 22 airport counters) in 99 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 112 Gold Circle Partners and 112 Preferred Sales Agents in over 136 cities across India.

ICRA has reaffirmed long term rating of 'ICRA AA-/ Stable' assigned to Thomas Cook (India) Ltd's non convertible debenture programme. CRISIL has reaffirmed long term rating of CRISIL AA-/ stable outlook to the non convertible debenture programme and banking facilities and short term rating of CRISIL A1+ to TCIL's banking facilities.

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 2012-2013**, 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 (Mauritius) Limited. 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 Limited is a Toronto-based financial services holding company with a global presence in insurance and reinsurance and a portfolio of assets in excess of $38 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 74.85% on a fully diluted basis of the IKYA Group, a provider of specialised Human Resource related Services and 55.14% of Sterling Holiday Resorts (India) Ltd, engaged in time share and resort business and holiday activities.

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 80,000 personnel. For more information visit: http://www.ikyaglobal.com/

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

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