

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

A FAIRFAX Company



Travel Smooth
thomascook.in

19th December, 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 December 19, 2013 titled "Thomas Cook (India) Ltd expands presence in Dubai - appoints Trav Tips as first franchisee in Dubai".

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

2x



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News Release

Thomas Cook (India) Ltd expands presence in Dubai ~ appoints Trav Tips as first franchisee in Dubai ~

Dubai, December 19, 2013: Travel Corporation (India) Ltd. (TCI), a wholly owned subsidiary of **Thomas Cook (India) Ltd**, India's leading integrated travel and travel related financial services company, recently appointed TravTips, as its franchisee partner for the market of Dubai. TravTips is a dynamic sales & marketing consultancy company in the Middle East market.

The franchise agreement that appoints TravTips as a Gold Circle Franchise Partner of TCI, permits it to market and sell the Company's wide range of travel products and services across Dubai, including: Group tours, personalized holidays, luxury packages, sports vacations, cruises and Corporate MICE programmes.

"We are honoured to be appointed a Gold Circle Franchise Partner of Travel Corporation (India) Ltd, a subsidiary of Thomas Cook (India) Ltd for Dubai, and see strong synergy in our strategy of providing one-stop-travel-solutions via top quality products and personalized service," said **Suraj Mainat, Managing Director, TravTips**.

He added, "Our Dubai consumers will be able to purchase TCIL's product range not just at our own retail outlets (including our flagship presence at Lamcy Plaza), but also our extensive B2B Channel Partner network, across Dubai."

Mr Mainat concluded by stating: "Thomas Cook India's iconic brand and pioneering heritage of over 132 years of innovative consumer centric products and exceptional service, offers us a valuable partner to service the travel and related needs of Dubai's demanding and rapidly evolving travellers."

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd said, "Dubai is a powerful source market for us at Thomas Cook India and also a gateway for the GCC/Middle East region. With its discerning travel consumers, extending across families, professionals and the business community, Gen-Y and NRIs, all on the lookout for world-class service, our diverse travel portfolio at Thomas Cook India, offers a dream vacation for every Dubai based holiday maker.

Mr. Menon reiterated, "We select our franchisees with care and in Travel Tips we see an ideal fit. We look forward to a mutually beneficial partnership to bring Thomas Cook India's Group Tours, 'Personalised Holidays' and our luxury brand Indulgence', right to our Dubai consumer's doorstep!"

Contact:

TravTips

Suite 329, Sultan Business Centre, Dubai

Phone: +9714-3577770



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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 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 2013, 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 TravTips:

TravTips is a dynamic upcoming representation, sales & marketing consultancy company that offers brands of international repute in the travel and tourism industry a B2B and B2C channel of promotion in the Middle East market. Its products range from representing hotels, group of hotels, DMCs & tour operators, tourism offices, cruises to online travel agencies (OTA).

The company's model varies from representation, sales & marketing, PR consultancy services; setting up reservations offices and promoting products, to the right consultants using diverse mediums. TravTips will offer complete one stop shop solutions or only representation in terms of sales and marketing in Middle East markets for the B2B and B2C segments of the industry.