

Thomas Cook (India) Ltd.
Thomas Cook Building
Dr. D. N. Road, Fort,
Mumbai - 400 001.

Main No.: 91-22-6160 3333
Fax No. : 91-22-6609 1454
91-22-2287 1069



13th March, 2013

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001
Scrip Code: 500413

Fax No.: 2272 2037/39/41/61

Dear Sir,

Sub: Press Release

We are enclosing herewith the Press Release dated March 13, 2013 titled "Thomas Cook India launches Online Forex Store - First company in India to offer Foreign Exchange online to all customers"

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



www.thomascook.in

Registered Office : Thomas Cook Building, Dr. D. N. Road, Fort, Mumbai - 400 001.

News Release



Thomas Cook Press Office: 022 66091380
Pressoffice@in.thomascook.com

Thomas Cook India launches Online Forex Store

~First company in India to offer Foreign Exchange online to all customers~

Mumbai, March 13, 2013: Thomas Cook (India) Ltd, one of India's largest integrated travel and travel related financial services companies, has launched its **Online Forex Store** offering its comprehensive range of foreign exchange products and services via its portal thomascook.in, making it the **first company in India to offer all customers the convenience and security of transacting foreign exchange services online.**

USP's:

- Dynamic and real-time display of foreign exchange rates for 26 global currencies available online
- Range of products: Multi-currency forex prepaid cards (Borderless Prepaid), currency notes, travellers cheques
- No additional credit card convenience charge
- Free doorstep delivery or collection at over 213 locations, pan India
- Request for Money Transfers and University fee remittance

Mr. Mahesh Iyer, Head – Foreign Exchange, Thomas Cook (India) Ltd said, *"Thomas Cook India's internal research had revealed that for today's traveler who is always on the go, easy access, speed and convenience for his foreign exchange transactions was a critical requirement, as also for the youth who are always looking online for their needs. Hence, we launched our **Online Forex Store**, to empower customers with the ease and convenience of booking at home without compromising on the famed Thomas Cook India experience & offline compliance. While banks offer online services for their customers only, we have reiterated our consumer-centric approach by offering forex to everyone – existing as well as potential customers."*

He added: *"Our Online Forex Store comes close on the heels of the launch of our multi-currency Borderless Prepaid Card and our Send Money Abroad service (Global Money Transfers to over 120 countries)- a testament of our consumer centric focus as also the spirit of innovation that runs through the Thomas Cook India enterprise."*

As a special promotion, for any international flight booked online (thomascook.in), the customer gets Rs 1000 off upfront. The customer stands to receive additional Rs 1000 as a cash back on the flight transaction by booking foreign exchange online for a value of USD 1000 or more. This offer is valid only till March 31, 2013.

About Thomas Cook (India) Limited:

Thomas Cook is one of the largest 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, and has been providing world-class travel service for 132 years.

TCIL's footprint currently extends to over 251 locations (including 28 airport counters) in 101 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 131 Gold Circle Partners and 162 Preferred Sales Agents in over 100 cities pan India.

Thomas Cook (India) Ltd has been honoured with **The Most Trusted Brand in Services** award by **The Brand Trust Report™**, India study 2012 and voted **Favourite Specialist Tour Operator** at the **Condé Nast Traveller Readers' Travel Awards 2011 & 2012**. In addition, TCIL has been chosen as the **Best Corporate Travel Management Company** by **World Travel Brands 2012**, the **Most Trusted Tour Operator Brand** by the **Times Travel Honours 2011** and also recognized as a **Superbrand 2011-2012** by consumers for excellence in travel services. Recently, the Company was selected **Retailer of the Year – Leisure & Holidays** by **ET NOW 2013**.

CRISIL has reaffirmed Thomas Cook (India) Limited with the '**CRISIL A1+ and AA-** rating.

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). The portfolio also includes several market leading insurance companies such as Odyssey Re (USA), Crum & Forster (USA), First Capital (Singapore), Fairfax Brasil (Brazil), Gulf Insurance (Kuwait).

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.

For Media Enquiries please contact:

Thomas Cook (India) Limited

Suzanne Pereira – B: +91-22-61603333; D: +91-22-66091380; M: +91-9820297665;
suzanne.pereira@in.thomascook.com

Perfect Relations

Aditi Palav – M: +91-9930880096 – apalav@perfectrelations.com
Tushna Govekar – M: +91-9819934496 – tgovekar@perfectrelations.com