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Mumbai - 400 001.

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8th August, 2013

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

X 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

Fax No.: 2659 8237/38

Dear Sir,

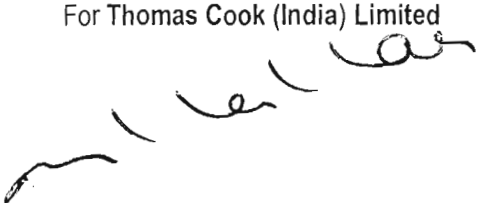
Sub: Press Release

We are enclosing herewith the Press Release dated August 8, 2013 titled "Thomas Cook India launches 'Forex on Mobile' Services; First non-banking company in India to offer Foreign Exchange on a mobile platform".

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



News Release



Thomas Cook Press Office: 022 66091380
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Thomas Cook India launches 'Forex on Mobile' Services

First non-banking company in India to offer Foreign Exchange on a mobile platform

Mumbai, August 8, 2013: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services companies, launched its '**Forex on Mobile**' service, offering a wide range of foreign exchange products and services at one's fingertips, making it the **first non-banking company in India to offer all customers the convenience and security of transacting foreign exchange via a smart phone.**

Extensive consumer analysis and behavioral patterns have highlighted that Indians are increasingly using their mobile phones to multi-task while on the move, transforming the humble mobile phone into a critical work-cum-leisure device. And it is for today's on-the-move customer, that Thomas Cook India's 'Forex on Mobile' service was launched – empowering him with the convenience of transacting anytime, anywhere, via his phone. The in-built security features ensures that the all critical safety element is taken care of.

Thomas Cook India's Forex on Mobile service comes close on the heels of its **Online Forex Store, Send Money Abroad** service & its **multicurrency Borderless Prepaid Card**. A further addition to its innovative & pioneering foreign exchange portfolio, was the Company's **Forex-On-The-Go** service, offering foreign exchange via **call, SMS** or a **tweet**, with the added **convenience of home delivery**. For travellers requiring forex at the eleventh-hour, waiting time at airports can be effectively used to purchase destination currencies and other forex related products at Thomas Cook India's **23 airport counters**.

Mr. Mahesh Iyer, COO, Foreign Exchange, Thomas Cook (India) Ltd. said, *"Our focus at Thomas Cook India has always been to ensure that our customers "Travel Smooth", and our 'Forex on Mobile' is another key initiative aimed at just that. Via our customer research, we had identified the need for quick & convenient access to foreign exchange services, and I am delighted that we've been successful in developing an impactful solution that is simple, safe and convenient.*

He added, *"Our '**Forex on Mobile**' service is set to empower our customers with the ease and convenience of the entire spectrum of Forex services - at their fingertips."*

USPs of the 'Forex on Mobile' service:

- Dynamic and real-time display of foreign exchange rates for 26 global currencies
- Order and Purchase of Foreign Exchange, with the option of doorstep delivery
- Range of products: multicurrency Borderless Prepaid card, currency notes, travellers cheques
- Outbound remittance service via TCIL's Send Money Abroad product
- Currency calculator: highlighted as an invaluable tool by TCIL's customer research and user behaviour analytics
- Branch locator: to identify the TCIL outlet closest to the customer- be it a branch, franchisee outlet or mall

About Thomas Cook (India) Limited:

Thomas Cook 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 241 locations (including 23 airport counters) in 99 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 132 Gold Circle Partners and 165 Preferred Sales Agents in over 150 cities across India.

Thomas Cook (India) Ltd has been honoured with **The Most Trusted Brand in travel services** by **The Brand Trust Report™, India study 2012**, voted **Best Tour Operator** at the **Lonely Planet Travel Awards 2013**, **Best Tour Operator - Outbound** at the **CNBC AWAAZ Travel Awards 2013** and **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** and recognized as a **"Consumer Superbrand"** 2011-2012 by **Superbrands**. The Company was selected **Retailer of the Year – Leisure & Holidays**, by **ET NOW** in 2013. At the recently concluded **National Tourism Awards 2011-2012**, TCIL was honoured with 3 prestigious awards: **Special Award for endeavors in launching new tourism products and exemplary performance during the year 2011-12**; **Tour Operator Promoting Niche Segments other than Adventure and MICE** and **Award of Excellence: Best Tourism Promotion Publicity Material**.

Thomas Cook India's **Centre of Learning** has received **IATA accreditation** as **"Top 10 South Asia IATA Authorized Training Centres"**, 2012 & 2013.

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 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:

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