

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



A **FAIRFAX** Company

29th November, 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 November 29, 2013 titled "Thomas Cook India awarded "Favourite Specialist Tour Operator" for the 3rd consecutive year at Condé Nast Traveller India's Readers' Travel Awards 2013".

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

Thanking you,

Yours faithfully,
For Thomas Cook (India) Limited

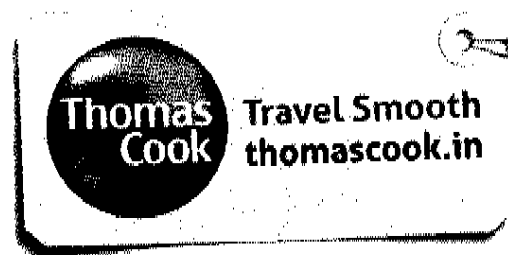
R. R. Kenkare
President & Head - Legal & Company Secretary

Encl. a/a

X

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News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook India awarded "Favourite Specialist Tour Operator" for the 3rd consecutive year at Condé Nast Traveller India's Readers' Travel Awards 2013

Mumbai, November 29, 2013: Thomas Cook (India) Limited (TCIL), India's leading integrated travel and travel related financial services company was chosen as the "Favourite Specialist Tour Operator" at the Condé Nast Traveller India's Readers' Travel Awards 2013 held in Delhi yesterday, for the third consecutive year. Mr. Parvez Dewan, Secretary - Tourism, Government of India was the chief guest and presented the awards to the winners.

The Condé Nast Traveller India's Readers' Travel Awards, recognized internationally as a benchmark for excellence in travel and tourism, is widely acknowledged as the most prestigious awards in the travel industry. Its discerning and well travelled audience was asked to choose the finest travel facilitators and destinations India has to offer, and Thomas Cook (India) Ltd was voted number one, again.

The "Favourite Tour Operator" award reaffirms the consistent delivery of exceptional customer-centric product innovation and service excellence that is today deeply entrenched in the ethos of Thomas Cook (India) Ltd. Our new initiatives in the technology space such as an enhanced portal & presence across social media platforms, sales tablets for our frontline staff, introduction of CRM capabilities, product service offerings via mobile site, tweet, sms as well as offline brick-and-mortar expansion, marketing strategies to offer both quality and value for money to our customers have been the powerhouse of our growth story.

The Favourite Specialist Tour Operator award is based on the following criteria:
First-hand knowledge of destination • Flexibility of arrangements • Level of expertise • Range of accommodation • Reliability • Service/staff • Value for money • Variety of destinations offered

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd said, "It is an honour to be awarded 'Favourite Specialist Tour Operator' for the third time running at the Condé Nast Traveller India's Readers' Travel Awards. This recognition is a reflection of our constant innovation in technology and customer-centric initiatives such as our recent 'Holiday Pe Holiday Free' marketing campaign or the launch of our Foreign Exchange services online. To satiate the needs of the ever evolving Indian traveller, we have not only revamped our exhaustive product offerings but have also revolutionized the way our consumers can reach us. Being chosen as the Favourite Specialist Tour Operator by the travellers themselves provides incredible inspiration to push our boundaries and take it up a notch higher."

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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 242 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** 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.thomascok.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.

For Media Enquiries please contact:

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