

Thomas Cook (India) Ltd.

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



Travel Smooth
thomascook.in

A FAIRFAX Company

4th February, 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 February 4, 2014 titled "Thomas Cook India targets Student Market- launches UniversityTours - American University Tours in association with The Red Pen".

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



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News Release

Thomas Cook Press Office: 022 66091380
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Thomas Cook India targets Student Market- launches University Tours ~ American University Tours in association with The Red Pen ~

Mumbai, February 4, 2014: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, in a pioneering initiative, introduced '**University Tours**' to help Indian students better understand and shortlist suitable colleges for their studies in the US. This innovative product is the latest addition to Thomas Cook India's '**Travel & Learn**' portfolio and is in association with **The Red Pen College Tours, USA**,

Studying in the US is indeed complex; the traditional route of online research or word-of-mouth falling short of providing Indian students and their parents with either **a realistic or hands-on perspective**. To bridge this gap, Thomas Cook India's 'Travel & Learn' product team has hence created specialized University Tours- aimed at providing a glimpse into **university life experiences with visits to US colleges, insightful interactions with both counselors and students and in-depth meetings with university admission advisors**. Personalised care and attention is ensured via the **expertise of an experienced Thomas Cook Tour Manager who accompanies the University Tour group** of students and parents/ family members.

The specially designed itineraries of Thomas Cook India's University Tours cover a diversity of **premium educational institutions** including, **Stanford University, University of California – Los Angeles (UCLA), Harvard University, New York University (NYU) and Princeton University**.

Highlights & Inclusions:

Educational:

- Experienced advisors from The Red Pen, India's premier university admissions advising firm accompanies the group on all admissions-related tours/ information sessions to ensure appropriate contextualization for Indian applicants
- Customized sessions and workshops at select universities
- Pre-departure workshop with parents and students
 - The U.S University Admissions Process
 - Selecting a University
- Educational Workshops Conducted On Tour
 - Exploring Majors and Careers
 - Resume Creation
 - Essay Writing
- Post-return individualized Counseling
 - 30min individualized Counseling session for each student participant.

Travel related:

- Visa, flight (international and internal U.S.A) and hotel accommodation (3-4 star properties)
- Round-trip coach and daily local transportation
- Entrance to attractions and activities
- Daily breakfast and dinner (vegetarian & non-vegetarian options)
- Optional add-ons: full time tour from TCIL, supplemental travel insurance, lunch accommodation (veg/non-vegetarian), customized tour extensions

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Ms. Shibani Phadkar, Senior Vice President & Head - Leisure Travel (Outbound) Products, Thomas Cook (India) Ltd. said: *"Education has always been a strong and strategic focus area at Thomas Cook India and I am delighted to launch our unique "University Tours" as part of the "Travel & Learn" product portfolio. This pioneering initiative in association with The Red Pen is aimed at giving students a vibrant firsthand perspective of what to expect when pursuing their undergraduate studies in America. On-ground counseling and interactions with local students and counselors make for engaging sessions while ensuring selection of an apt university."*

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.** 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 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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