

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400 001
Tel.: + 91-22-6160 3333
Fax No.: +91-22-2287 1069



Travel Smooth
thomascook.in

A FAIRFAX Company

16th March, 2015

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 March 16, 2015 titled "Gifting a holiday made simple, safe and convenient with The Thomas Cook Gift Card".

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

Thank you,

Yours faithfully
for Thomas Cook (India) Limited


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

Encl: a/a

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400001
Board: +91-22-6160 3333
CIN: L63040MH1978PLC020717

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News Release

Thomas Cook Press Office: 022 66091380
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Gifting a holiday made simple, safe and convenient with The Thomas Cook Gift Card

Mumbai, March 16, 2015: Thomas Cook (India) Ltd., India's leading integrated travel and travel related financial services company, reaffirms its position of pioneering leadership with the launch of its latest innovative travel solution- the **"Thomas Cook Gift Card"** in association with the leading provider of Gift Card and stored value solutions in South Asia and the Middle East Region- QwikSilver Solutions.

The Indian gifting market is estimated to grow at an exponential rate, to \$ 2.3 bn by 2016. With Indian consumers increasingly moving away from traditional gifting to personalised options and Thomas Cook India's consumer research-analytics highlighting the significant untapped market potential, the company was quick to leverage first mover advantage via the launch of its "Thomas Cook Gift Card", **offering consumers convenient access to a diversity of travel and holiday gifting options.** The Thomas Cook Gift Card is aimed at providing India's consumers a **simple, safe and convenient gifting option: a perfect holiday for their loved ones- an ideal choice for any occasion, from weddings, festive celebrations, anniversary surprises, an annual vacation or a corporate incentive!**

The Thomas Cook Gift Card enables cardholders to redeem a range of attractive travel and travel related purchases- from tour packages, flight services to hotel accommodation within a period of one year from last reload. **Added security is ensured by its closed loop functionality** with usage exclusive to Thomas Cook India outlets or online via thomascook.in. With **physical and virtual card options** available, the Thomas Cook Gift Card ensures choice and convenience, a handy solution for today's digital Indian and NRI segment.

A unique feature of the Thomas Cook Gift Card is its **social media plug in-** allowing customers to gift the card to friends via their social network account. Given today's digitally native Indian and the growing influence of social media, this social gifting aspect of the Thomas Cook Gift Card creates a strong and unique value proposition for consumers.

Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd. said, *"At Thomas Cook India, innovation is in our DNA: the launch of our Thomas Cook Gift Card is yet another pioneering initiative- robust, scalable with feature-rich technology and we chose QwikSilver Solutions, the leader in prepaid gift cards solutions, as our partner in driving security, convenience and operational efficiency to bring superior customer experience to today's travel hungry Indian consumers."*

He added, *"Whatever be the occasion, our Thomas Cook Gift Card is a unique solution and makes gifting easy and effortless!"*

Mr. Kumar Sudarsan, Director, QwikSilver Solutions said, *"We are pleased to bring our expertise to launch this prestigious program in partnership with the iconic Thomas Cook (India) Travel Brand. The Pre-paid Gift Cards segment in India is fast accelerating and makes for the perfect Gifting Choice to the new age, tech savvy, confident Indian consumer. The Thomas Cook Gift Card program promotes both- gifting as well as self/ family use in a seamless, elegant manner, fostering consumer loyalty to the brand and influencing consumer behaviour in a positive manner."*

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About QwikCilver Solutions Pvt Ltd: "QwikCilver is the pioneer and leader in prepaid gift cards solutions in the South Asian and Middle East Region. Based out of Bangalore, India, the company focuses on complete, seamless, "stored value" programs and technology solutions. QwikCilver with its high-end, fully auditable, banking standard, transaction management capability, processing infrastructure with built in redundancy, robust backup systems and disaster recovery mechanisms, is the one-stop-shop for different variants of pre-paid cards, electronic and physical gift cards, e-promotion cards, loyalty programs, discount cards and other physical and virtual card based programmes for Brand owners and Retailers across categories. Deployed at more than 10,000 retail outlets, across more than 300 cities and managing in excess of 3 million transactions per month, QwikCilver is the single largest, end-to-end program manager and the technology provider for most of the leading brands and retailers in India."

About Thomas Cook (India) Limited:

Thomas Cook (India) Ltd (TCIL) 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 234 locations (including 23 airport counters) in 95 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 105 Gold Circle Partners and 112 Preferred Sales Agents in over 130 cities across India.

ICRA has assigned long term rating of 'ICRA AA-/ Stable' to Thomas Cook (India) Ltd's non convertible debenture programme. CRISIL has assigned long term rating of CRISIL AA-/ stable outlook to the non convertible debenture programme and banking facilities and short term rating of CRISIL A1+ to TCIL's banking facilities.

Thomas Cook (India) Ltd has been voted as **Best Tour Operator - Outbound** at the **CNBC AWAAZ Travel Awards 2014 & 2013** and **Best Company providing Foreign Exchange** at the **CNBC AWAAZ Travel Awards 2014**; honored as 'India's Leading Tour Operator' for the year 2014, at the **21st Annual World Travel Awards Asia & Australasia 2014**, **Best Tour Operator** at the **Lonely Planet Travel Awards 2013**, **Favourite Tour Operator** at the **Condé Nast Traveller Readers' Travel Awards 2014, 2013, 2012 & 2011** and recognized as a "Consumer Superbrand" 2013-14 & 2012-2013. In addition, TCIL has been chosen as the **Best Corporate Travel Management Company** by **World Travel Brands 2012**. At the **National Tourism Awards 2012-2013**, 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. 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 (Mauritius) Limited. 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 Limited is a Toronto-based financial services holding company with a global presence in insurance and reinsurance and a portfolio of assets in excess of \$38 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 73.96% on a fully diluted basis of the Quess Corp Limited (formerly IKYA Human Capital Solutions Limited), a provider of specialised Human Resource related Services and 55.01% of Sterling Holiday Resorts (India) Ltd, engaged in time share and resort business and holiday activities.

About Quess Corp Limited (formerly IKYA Human Capital Solutions Limited)

Quess Corp Limited is a market leading business services entity with interests in Asset Management, IT Services and HR services. Headquartered in Bangalore, the Group has more than 80000 employees, operates in 27 cities in India, the North America, Middle East and South East Asia. The group has grown through a series of acquisitions in the last seven years and has INR 2,200 crores as revenue. Quess Corp Limited is a subsidiary of Thomas Cook (India) Ltd. For more information visit: <http://www.quescorp.com/>

About Sterling Holiday Resorts (India) Limited:

Sterling Holiday Resorts (India) Limited, a pioneer in vacation ownership and a leading leisure hospitality company in India, was incorporated in 1986 with the vision of delivering great holiday experiences to Indian families. Sterling Holidays' network includes 1634 rooms across 21 resorts in 18 scenic holiday destinations pan India. The company also has 15 additional sites where it plans to add new resorts in the coming years. For more information visit: www.sterlingholidays.com

For Media Enquiries please contact:

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Holidays • Business Travel • Foreign Exchange • Visas • Insurance

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