

Thomas Cook (India) Ltd.
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A FAIRFAX Company



News Release

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Thomas Cook India introduces 'Top-Up Holidays'

~ Personalised holidays via Top-Up options;
Simple, Flexible and Value for money ~

April 27, 2015, Mumbai: **Thomas Cook (India) Ltd**, India's leading integrated travel and travel related financial services company, has launched '**Top-Up Holidays**' - offering travellers the option to select from a variety of tour inclusions and top up their itinerary, based on their individual interests/ preferences. The 'Top Up' options include an array of sightseeing tours, transfers, hotel upgrades and more.

Thomas Cook India's research data has highlighted 2 clear observations: the fact that the Indian consumer is not cost but rather value-conscious and the growing significance of value in holiday decisions. This innate need for value was identified as an untapped opportunity, leading to Thomas Cook's creation of an innovative "**pizza model**" holiday, involving a simple 'base' of a no-frills holiday package and a range of "top-up" options.

Thomas Cook Top-Up Holidays' attractive assortment of convenient top-ups empowers travellers with both choice and flexibility to personalise their holiday, and at unbelievably affordable prices of **99, 149, 199 & 299** (units based on the destination currency).

The Thomas Cook Top-Up Holidays range covers **Asia, the Middle East, Europe, USA, Islands and Australia**, adding value and diversity to the traveller experience.

Ms. Shibani Phadkar, Senior Vice President & Head - Leisure Travel Outbound, Products & Operations, Thomas Cook (India) Ltd., said, "*Today's Indian travellers are not only keen to design their own holidays but are equally focussed on maximising value. Given our significant volumes at Thomas Cook, we are able to negotiate considerable savings for our customers which we've inbuilt into our unique Top-Up Holidays. So, a strong dual benefit – one, the flexibility of personalizing their holiday by selecting from a host of top up options and two, great value-for-money pricing.*"

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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 233 locations (including 23 airport counters) in 94 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 110 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 **Favourite Outbound Tour Operator at the Outlook Traveller Awards 2015, 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" 2015, 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 and its controlled affiliates. 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 on 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 Qess 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 Qess Corp Limited (formerly IKYA Human Capital Solutions Limited)

Qess 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. Qess 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

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Holidays • Business Travel • Foreign Exchange • Visas • Insurance

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