

Thomas Cook (India) Ltd.
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News Release

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Thomas Cook India launches City Breaks – to tap into the growing number of transit/short break travellers

48 hour itineraries and tips for travellers across 91 of the greatest cities of the world

Mumbai April 8, 2014: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, launched its new innovative product, '**City Breaks**'– focussing on viable emerging segments: the business traveller and the time-poor Indian, hungry for a quick, convenient trip planner- to explore a city rather than merely visit or transit.

Today, with India Inc. emerging strongly on the global stage, India's business traveller is a force to reckon with. A fact underscored by Thomas Cook's internal research- revealing that almost 75% of its outbound individual segment travels on business; with potential growth of 35% annually. While the intent of such travel is functional and focussed around business, almost 85% respondents indicated a willingness to extend their trip to discover the pulse of the city and its surrounds. Further, for the time-poor Indian consumer, holiday opportunities that are quick, convenient and value centric are gaining strong momentum.

Thomas Cook India saw clear untapped potential and thus conceptualised its new product offering- "City Breaks" – a diversity of 91 favourite global cities. As business hubs, while such cities are natural meeting centres, they are equally vibrant and unique destinations waiting to be discovered- an ideal opportunity for business-cum-leisure!

Starting with a two night stay, Thomas Cook's City Breaks are tempting enough for a quick post business getaway, or with the extension of a diversity of add-ons, a luxurious long vacay- and the added advantage of having spouse, family or friends to join up as well!

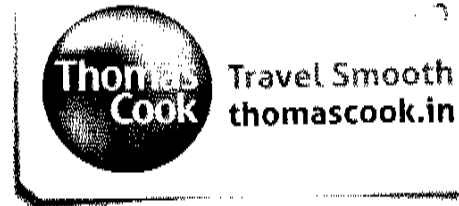
With accommodation, transfers and must-do sightseeing included, the basic ground work is in place for a city sojourn that can be personalised at will. And City Breaks is aimed at not just the business traveller, but alluring enough as a great trip planner for India's Gen-Y, Gen-S, the woman traveller, the honeymooner; equally ad hoc groups of friends or family. For the true blue explorer, Thomas Cook even offers the option of clubbing two or more cities per trip.

A unique element to each City Break is the master touch -"**Thomas Cook Suggests**"- an insider secret that helps travellers experience a city in a new light. Apart from the itinerary and add-ons, the Thomas Cook's City Breaks catalogue also features valuable tips like country information and local currency.

Commenting on the announcement of City Breaks, **Shibani Phadkar, Senior Vice President & Head - Leisure Travel (Outbound) Products, Contracting, Operations & Tour Management, Thomas Cook (India) Ltd.** said, "*Compact, quick, engaging yet flexible holidays are the need of the hour and that is exactly what our innovative City Breaks is all about. The Indian traveller of today is keen to step out of the boundaries of a structured itinerary and spontaneously explore a destination at will. And our City Breaks offer a great fit: bite size options with great flexibility and a delightful diversity of add-ons.*"

"2014 is filled with long weekends, and our City Breaks offers impactful trip planners for the intrepid Indian traveller: business executives extending work trips with leisure experiences or holiday makers

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looking for weekend getaways! Thomas Cook invented the holiday package in 1841, and we continue to reinvent the holiday today!" she adds.

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 234 locations (including 19 airport counters) in 98 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 115 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 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. 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 the year 2007 as a provider of HR Services, is today one of India's fastest growing Diversified Business Services providers. The company's services encompass offerings in Human Resources (Executive Search, Recruitment & General Staffing), IT Staffing & Services, Facilities Management, Food services and Skill Development; all of which are ISO Certified. The Group employs 70,000 personnel across its different businesses, has a Pan India footprint of 33 offices across 22 cities, and services 850 clients on a consolidated basis.

About Sterling Holiday Resorts (India) Limited:

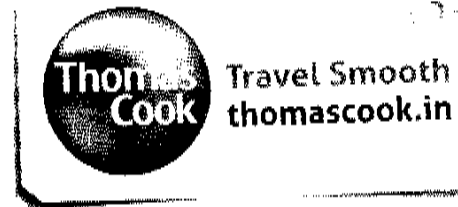
Sterling Holiday Resorts (India) Limited, a pioneer in vacation ownership and a leading leisure hospitality company in India, was incorporated in 1988 with the vision of delivering great holiday experiences to Indian families. Sterling Holidays' network includes 1512 rooms across 19 resorts in 16 scenic 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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