

June 02, 2025

MHRIL/SE/25-26/19

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra E, Mumbai – 400 051.
Symbol: MHRIL

BSE Limited
Floor 25, PJ Towers,
Dalal Street,
Mumbai – 400 001.
Scrip Code: 533088

Dear Sir / Madam,

Sub.: Disclosure under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”) – Appointment of Senior Management Personnel

Pursuant to Regulation 30 read with Para A (7) of Part A of Schedule III and other applicable provisions of the SEBI Listing Regulations, as amended, we wish to inform you that the Board of Directors of the Company vide a Circular Resolution, have today i.e. June 02, 2025 on the basis of the recommendation of the Nomination and Remuneration Committee, approved the appointment of Ms. Asha Kharga, as the Chief Customer Officer and Senior Management Personnel of the Company with effect from July 01, 2025.

The details as required under Regulation 30 read with Para A (7) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are provided in Annexure A.

The approval of the Board of Directors was received at 3:16 p.m. (IST).

The Press Release being issued in this regard is also attached herewith.

The aforesaid information will also be disclosed on the website of the Company www.clubmahindra.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Mahindra Holidays & Resorts India Limited**

Dhanraj Mulki
General Counsel & Company Secretary
Encl.: As Above

Annexure A

Details required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

Sr. No.	Details of Events that needs to be provided	Information of such event(s) Appointment of Ms. Asha Kharga
a)	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Based on the recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company have vide a Circular Resolution passed today i.e. June 02, 2025, approved the appointment of Ms. Asha Kharga, as the Chief Customer Officer and Senior Management Personnel of the Company with effect from July 01, 2025.
b)	Date of appointment/ re-appointment/cessation (as applicable) & term of appointment /re-appointment;	Date of Appointment – with effect from July 01, 2025. Term of Appointment – Not Applicable.
c)	Brief profile (in case of appointment);	Refer Annexure B
d)	Disclosure of relationships between directors (in case of appointment of a director);	Not Applicable (Ms. Asha Kharga is not related to any Director of the Company)
e)	Information as required pursuant to BSE Circular with ref. no. LIST/COMP/14/2018-19 and the National Stock Exchange of India Ltd with ref. no. NSE/ CML/ 2018/ 24, both dated June 20, 2018.	Not Applicable

Brief Profile of Ms. Asha Kharga:

Asha Kharga is an accomplished leader with over 28 years of diverse experience in FMCG, financial services, advertising, and strategic brand-building. Currently, she brings this wealth of expertise to the Mahindra Group, where she serves as the Chief Customer & Brand Officer and a Member of the Group Executive Board. Asha oversees Corporate Brand & Communications, Customer Experience, and the Group's Cultural Initiatives, while serving as the global custodian of the Mahindra brand—a formidable task given the Group's presence in over 100 countries, spanning 20+ diverse industries like automotive, IT, finance, and agribusiness. She navigates the complexity of catering to a wide spectrum of 13 million customers, all while unifying the brand's identity across a global ecosystem of businesses and leaders.

Asha also contributes as a board member for the publicly listed Mahindra Lifespaces Developers and NBS International Limited. Previously, she served as Chairperson of Mahindra Racing UK.

Before joining Mahindra, she was the Executive Vice-President and Group Chief Marketing Officer at Axis Bank, where she played a pivotal role in repositioning Axis from its legacy as UTI Bank. Asha spent nearly a decade at Unilever, where she managed brands in the Homecare and Refreshments categories, including household names like Vim, Wheel, Red Label, Taj Mahal, and Lipton Tea. She also spearheaded Hindustan Unilever's customer centricity agenda and was instrumental in bringing Unilever's Sustainable Living Plan to life in India, embedding sustainability into core business practices.

Asha is equally passionate about driving inclusivity and diversity. She chairs the Mahindra Group's Diversity Council and was Chairperson of the FICCI Committee for Women Empowerment in 2024, reinforcing her commitment to social change.

Her contributions have earned her numerous accolades. Business World recognized her among India's Top 20 Most Influential Women in Marketing & Advertising, and IMPACT Magazine featured her thrice on its list of the 50 Most Influential Women in Marketing. She was named a Storyboard18 Visionary by CNBC in 2024 and listed among the Top 100 Most Influential Marketing Leaders in India by Business World in 2023.

Asha holds a commerce degree from Narsee Monjee College of Commerce and Economics and an MBA in Marketing from Mumbai University. With her ability to drive transformation, nurture inclusivity, and inspire meaningful change, she remains a strong leader shaping India's business landscape.

Press Release

Mahindra Group Announces Appointment of Asha Kharga as Chief Customer Officer at Mahindra Holidays & Resorts India Ltd.

Mumbai, June 2, 2025 – The Mahindra Group announced the appointment of Asha Kharga, currently serving as the Chief Customer Officer of Mahindra Group, as Chief Customer Officer of Mahindra Holidays & Resorts India Ltd. (MHRIL), effective July 1, 2025. Mahindra Holidays creates wonderful memories for its members at our resorts. It is now poised to transform the overall customer experience, broaden its product offerings and embark on a journey of significant growth.

Asha brings over 28 years of rich experience in transforming customer-centric brands into premium offerings across multiple industries. Asha has been recognized for her strategic acumen, creative excellence, and ability to harness consumer insights. Her leadership will be instrumental in spearheading MHRIL's brand transformation, guest experience innovation, and marketing strategy as the company doubles its resort footprint and elevates its offerings to cater to the evolving needs of leisure travellers.

Commenting on the development, **Dr. Anish Shah, Group CEO & MD, Mahindra Group**, said, "Asha's expertise will be key to leveraging the potential of Mahindra Holidays, as we seek to transform and significantly grow the business. Her strength in aligning brand vision with customer experiences will be valuable for the business. This move is consistent with the Group's philosophy to place strong leaders in areas of meaningful value creation."

Manoj Bhat, MD & CEO, MHRIL, added, "We are delighted to welcome Asha to our leadership team. We have ambitious plans as we expand our resort footprint to 10,000 keys by 2030. Our focus is on premium offerings, and we wanted a seasoned leader with the expertise to align brand vision with exceptional experiences. Her appointment will accelerate building a business that meets the changing needs of leisure travellers".

Expressing her enthusiasm for the role, **Asha Kharga** said, "I'm eager to contribute to the next chapter by focusing on the emotional, experiential, and cultural aspects that define our hospitality offerings. As the business grows, our greatest differentiator will not just be our presence, but how we make people feel when they stay with us. I look forward to working together with the incredible team at MHRIL."

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federations of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com/ Twitter and Facebook: @MahindraRise/ For updates, subscribe to <https://www.mahindra.com/news-room>

About Mahindra Holidays & Resorts India Limited

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading leisure hospitality company offers quality family holidays primarily through vacation ownership. MHRIL offers a 25/15/10-year membership along with other products – Bliss, Go Zest, Club Mahindra Fundays for corporates, through its flagship brand Club Mahindra.

As of March 31, 2025, MHRIL has 125 resorts across India & abroad and its subsidiary, Holiday Club Resorts Oy (HCR), Finland, a leading vacation ownership company in Europe has 33 Timeshare Properties (Including 9 Spa Resorts) across Finland, Sweden, and Spain.

Visit us at www.clubmahindra.com and follow us on X, LinkedIn, Instagram and Facebook to know more about us.

Media Contact Information

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