



October 9, 2020

MHRIL/SE/20-21/56

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

Department of Corporate Services
BSE Limited
Floor 25, PJ Towers,
Dalal Street
Mumbai – 400 001
Scrip Code: 533088

Dear Sir/ Madam,

Sub: Press Release on acquisition of minority stake in Great Rocksport Private Limited

Please find enclosed a Press Release issued by Mahindra Holidays & Resorts India Limited on acquisition of a strategic minority stake (6.67% stake) in Great Rocksport Private Limited.

Kindly take the same on record.

Thanking you,

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

**Dhanraj
Narsappa Mulki**

Digitally signed by Dhanraj Narsappa Mulki
DN: c=IN, o=Personal, cn=Dhanraj Narsappa Mulki,
serialNumber=1ac5b96ed3ba12ee51acf3f4b328ac114b6
888ba4995bbafd72a2952aca7dbd, postalCode=400104,
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Date: 2020.10.09 11:21:13 +05'30'

Dhanraj Mulki
General Counsel & Company Secretary

Encl: a/a

Mahindra Holidays & Resorts India Limited

Corporate Office: Mahindra Tower, 1st Floor, 'A' Wing, Dr. G.M. Bhosle Marg, P.K. Kurne Chowk, Worli, Mumbai - 400 018.
t: +91 22 3368 4722

Registered Office : Mahindra Tower, 2nd Floor, 17/18 Patullos Road, Chennai - 600 002 t +91 44 3988 1000 f +91 44 3027 7778
e: memberrelations@clubmahindra.com / www.clubmahindra.com / CIN: L55101TN1996PLC036595



MHRIL Acquires Strategic Minority Stake in Rocksport

Mumbai: October 9, 2020: Mahindra Holidays & Resorts India Limited (MHRIL), India's leading vacation ownership company, and part of the US\$ 19.4 billion Mahindra Group, today announced acquisition of a strategic minority stake (6.67% stake) in Great Rocksport Private Limited, (Rocksport) Asia's largest adventure program that introduces participants to the exciting world of soft adventure activities and outdoor experiences.

Commenting on the development, **Mr. Kavinder Singh, MD & CEO, Mahindra Holidays & Resorts India Ltd**, said, *"As people begin travelling again, they are increasingly looking for outdoor experiences. Club Mahindra is the brand of choice for family vacations in 100+ resorts spread across India and abroad. Rocksport is a pioneer in bringing soft adventure based outdoor experiences which are suited for children and families, into the mainstream. Our strategic investment in Rocksport will help to enhance outdoor experience offerings at our resorts. Our members and their families will also have access to specially curated Rocksport programs in the cities. We look forward to working with the Rocksport team towards creating unique and immersive experiences"*.

Mr Manish Gupta, Chairman, Great Rocksport Private Limited, said, *"Club Mahindra is a pioneer in creating memorable experiences for its guests. With this partnership, we are delighted to offer our cutting-edge adventure programs to its members and guests. Our programs provide exposure to multiple types of adventure experiences and help transform the participants by developing their self-confidence, willpower, focus and leadership qualities. We look forward to working closely with the Club Mahindra team to further develop these experiences going forward"*.

Rocksport is engaged in providing outdoor entertainment, adventure programs, educational adventure tours and the retailing of branded adventure products in India. It also promotes an active lifestyle and brings participants closer to nature. This strategic investment in Rocksport will help Club Mahindra increase its customer engagement avenues and offer newer adventure experiences to its members and guests at its resorts across India.

About Mahindra Holidays & Resorts India Limited

Mahindra Holidays & Resorts India Limited, India's leading company in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Svaastha Spa.

As on June 30, 2020, MHRIL has 69 resorts across India and abroad and its subsidiary, Holiday Club Resorts Oy, Finland, a leading vacation ownership company in Europe has 33 resorts across Finland, Sweden and Spain.

Visit us at www.clubmahindra.com

About Mahindra Group

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.