

Club Mahindra, acquires Royal Courts Jaisalmer

~Launches Club Mahindra, Jaisalmer~

August 10, 2012, Mumbai: Mahindra Holidays & Resorts India Limited (MHRIL), a leader in the Vacation Ownership space with over 147,000 members and 40 resorts across India and abroad, today announced the acquisition of 'Royal Courts Jaisalmer', a 74 room Resort, by purchasing 100% Equity Share Capital of M/s. Divine Heritage Hotels Private Limited. 35 rooms of this 74 room property was already part of the Club Mahindra network under an inventory arrangement. With this acquisition, Club Mahindra now has over 200 rooms in Rajasthan,

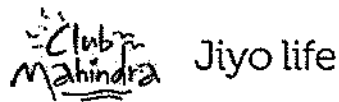
Speaking about the acquisition, Mr. Rajiv Sawhney, Managing Director, MHRIL, said "Our focus is to continue offering our members new, more exciting destinations. Rajasthan is a key destination on India's tourism map and with Club Mahindra, Jaisalmer we strengthen our Rajasthan footprint with a bouquet that includes Udaipur, Kumbhalgarh & Nawalgarh. We now offer members the complete Rajasthani experience with, the Great Thar desert, The Lakes of Udaipur, the Aravali Mountains at Kumbhalgarh and an open air art gallery at Nawalgarh. We will continue to add capacity in locations where Indians holiday."

Club Mahindra, Jaisalmer, will offer members all the amenities that a Club Mahindra Resort offers and is located a kilometer from the airport and 7kms from the railway station and the bus stand. The haveli styled resort offers members a unique experience of tradition and modern amenities providing cozy comfort and privacy.

"The Jewel of the Desert "or "India's Golden City" as it is popularly called, Jaisalmer, is one of the most fascinating destinations in Rajasthan. Known for its exotic sand dunes, and exciting, unforgettable camel safaris, Jaisalmer, is dotted with magnificent 12th century forts, palaces, havelis (mansions) and amber-hued houses. Located on the ancient camel trade route, the vivid and colorful festivals of Jaisalmer coupled with the arid beauty of the Great Thar create an Arabian Night's mystique and exoticism



Club Mahindra, Jaisalmer Rajasthan is a 74 room property that offers members an exotic 'Arabian Nights-esque' experience of the Great Thar Desert, complete with sand-dunes, Festive colours & intricately carved facades



ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays and Resorts India Ltd. (MHRIL), is a leader in the Vacation Ownership space in India, with a keen focus on quality family holidays. Club Mahindra is MHRIL's flagship brand, and the other brand offerings are– Zest Breaks, Club Mahindra Fundays, Mahindra Homestays and Mahindra.Travel. The company has 147038 long-term holiday members and operates 41 resorts at some of the most exotic locations in India and abroad.

Club Mahindra was selected as a "Product of the Year 2012"

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A USD 15.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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