

For immediate publication

Press release

Mahindra Holidays adds Dubai resort to its network

75 room *Arabian Dreams Hotel Apartments* centrally located in the heart of Dubai

April 5th 2013: Mahindra Holidays & Resorts India Limited (MHRIL), one of India's leading leisure hospitality providers today announced an addition to its network, 'Arabian Dreams Hotel Apartments' in Dubai. This hotel has 75 rooms which are a combination of studios and apartments and is centrally located in Dubai. This is the second addition the company has made in an international destination after Bangkok in November 2012.

Speaking about the addition, Mr. Arun Nanda, Chairman, MHRIL said, "We are committed to expanding the choice of destinations for our members. Following through with our strategy of building where Indians love to go – outside India, we have now added Dubai to our footprint. Indians have named Dubai among their top three favoured destinations and as leaders in leisure hospitality we were quick to close the gap. We soon hope to have our presence in other locations like Sri Lanka and Malaysia."

Destination Dubai

Dubai is among the favoured destinations for Indians to visit and holiday. According to a press release issued by the Department of Tourism and Commerce Marketing, Government of Dubai, India is a major source market for Dubai's vibrant tourism industry, and in 2011, India ranked at the top for the strongest passenger growth in passenger numbers at the Dubai International Airport which closed the year with over 51 million passengers.

With its many attractions, including loads of shopping and a large percentage of Indian residents, Dubai feels like a home away from home. Flights from 16 Indian cities, some of them more than once daily, ensure that Dubai is no more than a few hours away. The demand for

travel to Dubai has kept fares well within reach. The geographical and cultural proximity make Dubai an ideal family holiday destination.

About Arabian Dreams Hotel Apartments

Located centrally in Dubai, the Arabian Dreams Hotel Apartments is only 8kms from Dubai International Airport, less than 2kms from the Bur Dubai Shopping area and a 10-minute drive from the World Trade Centre and Bank Street. It has a rooftop pool with city views and the rooms are equipped with modern furnishings.

MHRIL has subscribed to 49% of the share capital of Arabian Dreams Hotel Apartments LLC, which operates the Arabian Dreams Hotel Apartments. MHRIL has access to the entire 75 rooms at the Arabian Dreams Hotel Apartments for use by its members as well as guests.

MHRIL has received several coveted distinctions further endorsing its commitment towards its members:

- MHRIL's resort at Coorg was listed as No. 1 in the 'Top 25 Hotels for Families in India' and as No. 2 in the 'Top 25 Hotels for Families in Asia' by Trip Advisor as part of the 'Travellers' Choice Awards 2012'. In addition,, its resort at Coorg was also included in the 'Top 25 All Inclusive Resorts in Asia'.
- RCI has awarded 12 Club Mahindra resorts the prestigious RCI Gold Crowns & also awarded MHRIL the prestigious 'President's Club' award.
- Club Mahindra was voted as the 'Product of the Year 2012' in the 'Holidays and Hospitality' category by 'Product of the Year India' based on a consumer survey across 30,000 respondents.

ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays and Resorts India Ltd. (MHRIL), a leading player 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 Mahindra.Travel. As on December 31, 2012, MHRIL has 155,221 vacation ownership members and operates several resorts across India and abroad.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world.

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*Mahindra Holidays & Resorts India Limited (the “**Company**”) proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a public offer of its equity shares only to qualified institutional buyers by way of an institutional placement programme and has filed a red herring prospectus with the Registrar of Companies, Chennai (the “**RHP**”). The RHP is available on the website of the Company at www.clubmahindra.com, the website of Securities and Exchange Board of India at www.sebi.gov.in as well as the website(s) of The National Stock Exchange of India Limited and the BSE Limited at www.nseindia.com and www.bseindia.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, potential investors should refer to the RHP including, the section titled “Risk Factors” of the aforementioned offer document.” This notice may not be published in the U.S. and is not an offer or sale of securities in the U.S. The equity shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the U.S. except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of such act and applicable U.S. state securities laws*