

Mahindra Holidays acquires new resort near Shimla

October 26th 2012: Mahindra Holidays & Resorts India Limited (MHRIL), India's largest vacation ownership company today announced the acquisition of 'The Destination' an 80 room resort, located near Shimla. With this acquisition MHRIL takes its resort count to 43.

Speaking about the acquisition, Mr. Rajiv Sawhney, Managing Director MHRIL said, "We are committed to adding to the choice of destinations and expanding the variety of holidays that our members can experience. In the last 10 months our focus on expansion has resulted in an addition of over 780 rooms"

Acquired by purchasing 100% equity share capital of M/s Holiday on Hills Resorts Pvt. Ltd, the resort is a half hour drive from Shimla on the Shimla national highway. Spread over 14 acres of lushly wooded and well manicured lawns, the resort is a visual treat. A majority of the rooms have a private balcony, which affords a magnificent view of the surrounding mountains.

The resort provides the best of both worlds - all the excitement and rush of an often visited popular tourist destination as well as the serenity and awe inspiring beauty of mountains and nature.

Mahindra Holidays footprint in North India now includes Corbett, Naukuchiatal, Binsar, Manali, Dharamshala, Mashobra (Shimla), Kanatal and Mussoorie.

ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays & Resorts India Ltd. (MHRIL), the 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 – Zest Breaks, Club Mahindra Fundays and Mahindra.Travel.

MHRIL received several coveted distinctions during the financial year 2011 -2012 further endorsing its commitment towards its members.

- The Club Mahindra Coorg was voted as Asia's second most favourite family holiday resort by Tripadvisor.
- RCI has awarded 12 Club Mahindra properties the prestigious RCI Gold Crowns & also awarded MHRIL the prestigious RCI President's award.
- Club Mahindra was also voted the Product of the Year 2012 in a consumer survey by AC Nielsen covering over 30,000 respondents.

The company has over 150,000 long-term holiday members placing it among the top ten vacation ownership companies and operates 43 resorts across India and abroad.

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