

CLUB MAHINDRA BAGS COVETED AWARD FOR BEST CUSTOMER RESPONSIVENESS

Hospitality

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Mumbai: Mahindra Holidays & Resorts India Limited (MHRIL) a leisure hospitality provider offering quality family holidays and a wholly owned subsidiary of Mahindra & Mahindra Limited, bagged the Avaya Global Connect Award on account of Best Customer Responsiveness for its Club Mahindra Holidays Brand, in the travel and tourism category.

Mr Ramesh Ramanathan, Managing Director, MHRIL, said "We are honored to receive an award which strongly reflects one of the key drivers of our growth so far, our willingness to listen to the voice of our customers and our commitment to provide customer delight at every touch point."

Mr. Arun Nanda, Chairman, MHRIL said, 'MHRIL is a service oriented company and customer responsiveness is naturally a priority. We have been in the hospitality industry for several years and know the pulse of our customers. The Avaya Global Connect Customer Responsiveness Award is recognition of our commitment to keep the customer topmost in our minds and remain equipped with the necessary services which will let them enjoy their holidays with us without any hindrance.'

About Mahindra Holidays & Resorts India Limited

Mahindra Holidays and Resorts India Limited (MHRIL), is a subsidiary of Mahindra and Mahindra Ltd. one of the most respected industrial houses in India. MHRIL is a leading player in the leisure hospitality industry. It provides quality family holidays primarily through vacation ownership memberships. MHRIL's flagship brand is Club Mahindra Holidays. MHRIL currently provides its 63,375 members a choice of 21 resorts in India and Thailand and in addition, through affiliations provides access to over 4000 resorts, worldwide.

Note :

This announcement has been prepared for publication in India and may not be released in the United States.

Mahindra Holidays & Resorts India Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed its Draft Red Herring Prospectus ('DRHP') with the Securities & Exchange Board of India ('SEBI'). The DRHP is available on the website of SEBI at www.sebi.gov.in; on the website of the GCBRLM at www.kotak.com and on that of the BRLM at www.hsbc.co.in. This press release does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any equity shares, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. Any potential investor should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the DRHP filed with the SEBI including the section titled 'Risk Factors'. The Equity Shares of the Company have not been and will not be registered under the U.S. Securities Act 1933, as amended or any state securities laws in the United States. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities

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