

Club Mahindra Munnar Resort wins prestigious award For Health & Rejuvenation

Hospitality

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Mumbai: Mahindra Holidays & Resorts India Limited (MHRIL) a leisure hospitality provider offering quality family holidays recently won the CNBC AWAAZ Travel Award for its LakeView Resort, Munnar at a glittering ceremony. The LakeView resort is Club Mahindra's flagship resort and received the award in the category of 'Best Resort for Health and Rejuvenation.'

Mr. Anil Kumar, Resort Manager, Club Mahindra, Munnar Resort, receives the CNBC AWAAZ Travel Award '08, for Best Resort for Health & Rejuvenation from Smt. Ambika Soni, Union Minister for Tourism. Club Mahindra won the award for the Club Mahindra LakeView Resort in Mr Ramesh Ramanathan, Managing Director, MHRIL, said "We are honoured to receive an award which strongly reflects a memorable and rejuvenating holiday experience for our valued customers. The Svastha Spa was launched last year and is one of the factors that is instrumental in our winning the award. It also reflects our adaptation of an innovative and customer centric approach in order to provide customer delight at every touch point."

On receiving the award, Mr. Ulrich Wolfram, Head - Operations, MHRIL said, 'The CNBC AWAAZ Awards recognize and honour the best in the

industry. At Club Mahindra, we offer our customers the best in class facilities by continuously enhancing our service levels to meet their needs. The CNBC Awaaz Travel Award is a clear validation of this approach.'

The CNBC AWAAZ Travel Awards are governed by an exhaustive consumer response study, conducted across 12 cities with over 2000 consumers voting for their preferred choice of travel services and destinations. The objective of these awards include felicitating the best in the industry, identifying India's travel potential, unveiling decision making criterias and understanding consumer mindset.

Club Mahindra LakeView Resort, Munnar, is situated in the midst of mountains and boasts of a charming mix of Indo-British architecture. Its log huts, spacious rooms, suites and cottages, offer a spectacular view of tea estates and mountain peaks. The resort is an RCI Gold Crown winning property which implies that it has surpassed standards of excellence in resort quality and hospitality. Only 10% of RCI affiliated resorts worldwide have achieved this distinction.

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.

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