

Mahindra Holidays honoured with 'Superbrand' 2008 award

Hospitality

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Mumbai: Mahindra Holidays & Resorts India Limited (MHRIL), a leisure hospitality provider offering innovative holiday brands and part of the Mahindra Group of Companies, was been awarded the 'Business Superbrand 2008' by the Brand Council of India at a glittering function held in New Delhi yesterday.

Commenting on the award, Mr. Ramesh Ramanathan, MD, Mahindra Holidays & Resorts said, 'It is a momentous day for us at Mahindra Holidays. This important milestone is in recognition of the effort put in by the team; building the brand at every touch point with customer centricity being the primary focus backed by superb marketing communication. This achievement empowers us in focusing our growth strategies backed with lot of confidence, thus going forward by deploying our growth strategies, creating new brands and strengthening our flagship.

The 'Superbrand' is a concept that evolved in the UK in 1993. Superbrand India was launched in December 2002. The 1st edition of Business Superbrand India was out in September 1995. The Superbrand status is awarded by an independent panel of judging experts called The Brand Council. The people of the panel represent the finest brand management practices in the country. Each member has outstanding records of creating

and nurturing brands. Every country has its own jury. A Superbrand is one which has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which (consciously or sub-consciously) customers want and recognize.

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 20 resorts in India and Thailand and in addition, through affiliations provides access to over 4000 resorts, worldwide.

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