

# MHRIL signs an MOU with WBTDc & SIDC for development of Tourism in West Bengal

*Hospitality*

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**Kolkata:** Mahindra Holidays & Resorts India Ltd, (MHRIL) a leisure hospitality provider that offers quality family holidays and a part of the Mahindra Group of Companies today signed an MoU with the West Bengal Tourism Development Corporation (WBTDc) & Sunderban Infrastructure Development Corporation (SIDC). The MOU was signed in the august presence of Mr. Buddhadeb Bhattacharjee, Hon Chief Minister of West Bengal & Mr. Manabendra Mukherjee Hon Minister for Tourism, Micro & Small Scale Enterprises & Textiles, Govt of West Bengal and Mr. Arun Nanda, Chairman, MHRIL.

This MOU outlines areas of cooperation towards establishment and development of new tourist destinations and up grading / modernization of existing tourist destinations in West Bengal. MHRIL shall develop and commercially operate the resorts developed by it to enable the rapid economic development and employment in West Bengal. MHRIL shall develop resorts and tourism opportunities catering to needs across a wide range of income segments.

WBTDc, SIDC and MHRIL shall co-operate with each other to identify the specific areas of tourist interest in West Bengal particularly in Southern and Northern parts of the State developing into resorts, hotels, holiday homes, tourist complexes .Such Co-operation shall include identifying suitable locations in the State, the Acquisition of the lands identified, and construction and Operation of the Resorts on the identified lands MHRIL also made a presentation to the Hon Chief Minister of West Bengal, Mr. Buddhadeb Bhattacharjee, outlining the strong credentials of Mahindra Holidays for responsible, inclusive & sustainable development in the Tourism space. MHRIL will also undertake Identification of sites, preparation of plans for their development and conducting of feasibility studies in consultation and the co-operation of WBTDc and SIDC.

(At the occasion Mr. Manabendra Mukherjee Hon Minister for Tourism, Micro & Small Scale Enterprises & Textiles, Govt of West Bengal, said, 'Tourism is a key focus area of this government as it is a very efficient method of economic development at the grass roots and for creating new employment opportunities. We are aware of the strength the Mahindra group in the form of Mahindra Holidays, brings with it in enhancing West Bengal's position in the tourism map of the country. The Bengalis have always been known for their hospitality and wanderlust and this initiative will I am sure aid in providing better facilities to promote inbound and domestic tourism. ' to be confirmed)

At the occasion Mr. Arun Nanda, Chairman Mahindra Holidays said, 'We are extremely happy and excited to have been given this opportunity by a progressive state government like the Govt. of West Bengal. Mahindra Holidays has always believed in creating tourism hotspots from little known destinations and I am sure with the help of the state government we shall uncover many gems in West Bengal. I have personally spent many years in the state and it has a special place in my heart. '

### **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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