



Mahindra HOLIDAYS

For Immediate Publication

Press Release

Mahindra Holidays' Q2 Operating Income Up by 15%

Mumbai, 29th October 2013: Mahindra Holidays & Resorts India Limited (MHRIL), one of India's leading leisure hospitality providers and part of the \$16.2 billion Mahindra Group, announced its second quarter results.

Highlights FY- 2014 Q2 results

- Operating income grew by 15 %

The 2nd quarter Operating Income was at INR 189 Crs. up by 15 % over the same quarter last year. The net profit after tax (PAT) was at INR 29 Crs., up 7 % over the same quarter last year.

In the recent past, new domestic resorts introduced at Kandaghat (near Shimla), Jaisalmer and Udaipur in Rajasthan, Kumarakom, Cherai Beach and Poovar in Kerala and Virajpet (near Coorg) have made the network the largest for any vacation ownership company. In addition, Mahindra Holidays has been the first to create an international footprint through its presence in Bangkok and Dubai.

Mr. Arun Nanda, Chairman, MHRIL said, "Mahindra Holidays will continue to pioneer improvements in the vacation ownership industry. Service enhancement and member satisfaction remains a priority."

Mr. Rajiv Sawhney, Managing Director & CEO, MHRIL said, "As leaders in the vacation ownership category, our new brand look and promise is a renewal of our vow to remain committed to customer delight. Significant service upgrades, an online booking system for members, and reinvigorated resorts and holiday experiences are a visible manifestation of this promise."

The company's flagship brand, Club Mahindra, recently unveiled its new brand identity, which is inspired by the thought, 'Make Every Moment Magical'. The thought reflects the ethos of the organization which strives to create magical experiences for the entire family during their holidays.

New projects in Kanha in Madhya Pradesh and Naldehra near Shimla (Himachal Pradesh) are progressing on schedule.

About Mahindra Holidays

Mahindra Holidays & Resorts India Ltd. (MHRIL), a leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club

Copyright ©2013 Mahindra & Mahindra Ltd. All Rights Reserved.





Mahindra HOLIDAYS

Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Club Mahindra Travel.

Club Mahindra has over 41 resorts in India and abroad. In India the resorts are located in Puducherry, Masinagudi, Kodaikanal (2 resorts), Ooty(2 resorts), Ashtamudi, Binsar (2 resorts), Madikeri (Coorg), Virajpet (Coorg) Corbett, Dharamshala, Gangtok, Gir, Goa(2 resorts) Kumbhalgarh, Munnar, Naukuchiatal, Nawalgarh, Shimla, Udaipur, Manali, Thekkady, Yercaud, Mussorie, Kanatal, Kumarakom, Baiguney, Kandaghat, Mahabaleshwar, Jaisalmer, Cherai, Poovar and Tungi (Lonavala). International resorts are in Dubai, Bangkok, Pattaya, Kuala Lumpur and Austria.

Our Social Media Channels -

 facebook

 twitter

 Pinterest

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 160,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defense, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

Visit us at www.mahindra.com

Our Social Media Channels -

 facebook

 twitter

 Pinterest



Mahindra HOLIDAYS

For further enquiries

Roma Balwani

Chief Group Communications Officer

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com