

News monitored for: M&M - Holidays & Resorts

## Hindu Business Line

# Mahindra Holidays plans to add another sub-brand

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Mahindra Holidays and Resorts India plans to introduce another sub-brand in the next few years that would address all income and age-groups.

"We will announce a variety of new products covering a gamut of experiences," Ms Vimal Dorairaju, Business Head, Mahindra Homestays, told *Business Line*.

Brands of Mahindra Holidays include Club Mahindra Holidays, Club Mahindra Travel, Club Mahindra Fun-days, Zest and Mahindra Homestays.

With Mahindra Homestays, Ms Dorairaju said, "We would like to reach 1,000 homes in the next two-three years, with presence in every



**Tranquil:** Taamara Guest House, Mahindra Homestays, Alappuzha. (File photo)

State." Currently, the homestay sub-brand has tie-ups with about 250 homes, offering 650 rooms. Explaining that homestays are an interesting way of building capacity in a short time in any place, she said that in the last one year, the unit has created

"a bouquet of experiences across 15 States, including palaces to one-room rural homes".

About 40-45 per cent of these rooms are priced below Rs 2,500 a night. The unit's properties are priced between Rs 1,500 and Rs

6,000 per night with room and breakfast for two on offer.

"In the rural homes, the price includes all meals and an English-speaking guide too," said Ms Dorairaju.

Though there are about 3,000 homes across the

country in this unorganised sector, Mahindra Homestays aims to ensure that "there is an experience quotient for the guest," she said.

"We want to classify the experience on offer, and hence re-doing our Web site," she added.

To cater to the Indian traveller better, "we have moved into typical Indian requirements - hill stations and beaches," she pointed out. Therefore, more properties are being added to the brand in Uttarakhand, Himachal Pradesh, Karnataka and Goa.

"We recently added farmstays in Punjab, and are looking at city-stays in that State too," said Ms Dorairaju. In the next phase, there are plans to add religious destinations.