



Press Release

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## Mahindra Holidays Expands Geographic Footprint with launch of Club Mahindra Kanha in Madhya Pradesh

**Mumbai, March 4, 2015: Mahindra Holidays & Resorts India Ltd. ("MHRIL" or "Mahindra Holidays"),** India's leading player in the leisure hospitality industry, today announced the launch of its new property, **Club Mahindra Kanha** in Madhya Pradesh. **Mr. Kavinder Singh, Managing Director & Chief Executive Officer (MD & CEO) of Mahindra Holidays** announced the launch of the resort at a press conference in Mumbai.

"Club Mahindra Kanha is our fifth wildlife resort and the first in the state of Madhya Pradesh. The Madhya Pradesh government is observing 2015 as 'Tourism Year' and we are excited to partner them in this drive. Our new resort, located on the outskirts of Kanha National Park, is a wildlife lover's delight and we aim to provide our members with diverse and differentiated experiences while they vacation with us," said **Mr. Singh**.

Club Mahindra Kanha is a green field project and is spread across 15 acres of land. It has 50 rooms for members which includes 32 Studio rooms and 18 one bedroom apartments. It also has a Spa, an Activity Centre, a Fun Zone, a Swimming Pool and a dedicated Kids' Area. The resort offers all the facilities and comforts of modern living along with the thrill of wildlife to Club Mahindra members.

The resort is a short drive away from the Kanha National Park which, with its lush Sal and bamboo forests, grassy meadows and ravines, evokes the timeless tales of Rudyard Kipling's much loved '*Jungle Book*'. Club Mahindra Kanha is the perfect option for wildlife enthusiasts looking for a tryst with majestic tigers, sloth bears and leopards.

In addition to Club Mahindra Kanha, Mahindra Holidays' resort presence in the wildlife category includes Club Mahindra Corbett, Club Mahindra Gir, Club Mahindra Thekkady and Club Mahindra Masinagudi.

### ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Svastha Spa. As on December 31, 2014, MHRIL has ~178,000 vacation ownership members and operates 41 resorts across India and abroad.

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1





## 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 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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