



## Club Mahindra launches 'We Cover India. You Discover India' – a leadership campaign to boost domestic travel

22<sup>nd</sup> February 2021 - Club Mahindra, Mahindra Holidays and Resorts India Limited's flagship brand, has recently launched a new 360-degree campaign - We Cover India, You Discover India. The campaign is uniquely designed to encourage people to discover the hidden beauties of Incredible India – from mountains, wildlife to beaches, it has something to offer to every traveler. With resorts across mountains, deserts, beaches and back waters, Club Mahindra is present across India. The campaign focuses on sharing the amazing experiences that are available in India and how one does not need to travel abroad for it.

Owing to the pandemic, there have been various restrictions imposed on travel across countries. With International flights still restricted, domestic leisure travel, particularly to drivable destinations, continues to be in demand. With 60+ resorts at various destinations across India, Club Mahindra offers over 2000 unique holiday experiences that enables oneself to experience India in its entirety.

Commenting on the campaign, **Mr. Pratik Mazumder, Chief Marketing Officer, Mahindra Holidays & Resorts India Limited**, said, *"With the launch of this campaign, we aim to inspire people to experience the unmatched offerings that India has to offer to travelers. Club Mahindra's unique proposition allows the traveler with an opportunity to discover India like never before. At Club Mahindra, our focus is to redefine the holiday experiences of our guests. Being present across 60+ resorts at various destinations along with 2000+ unique experiences, we want people to explore India through Club Mahindra"*.

The campaign is crafted and launched on multimedia across TV, print and digital to remind people about the exquisite experiences that are available in the country.

TVC link - <https://youtu.be/kDFe1Hxup18>

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