

Club Mahindra strengthens its presence in Southeast Asia

~Members now can experience magical moments with their families across three exquisite resorts in Vietnam and Indonesia ~

Mumbai 15th January 2024: Club Mahindra, the flagship brand of Mahindra Holidays and Resorts India Limited (MHRIL), has expanded its footprint in Southeast Asia by partnering with three resorts in Vietnam and Indonesia to offer rooms to its members. The partnership will offer members access to two exquisite resorts in Vietnam - **Citadines Pearl Hoi An**, and **Citadines Bayfront** - and one in the exotic enclave of Bali, **Ayodya Resort**. This strategic move reaffirms Club Mahindra's steadfast commitment in providing unforgettable holiday experiences and reinforces its position as the go-to destination for its members seeking unparalleled experiences across Southeast Asia.

Over the years, the group has successfully set a strong foothold through partnerships with resorts across Southeast Asia including Cambodia, Indonesia, Malaysia, Singapore, Thailand, and Vietnam. With these new partnerships, Club Mahindra now offers leisure holidays at 12+ resorts in Southeast Asia and overall, at 60+ destinations internationally. As experiential holidays take precedence, the company is strategically aligning itself with this trend by providing a range of over 2000 experiences at its resorts. These properties offer a wide range of amenities and experiences, including spa services, cultural and adventure activities, scenic views, and much more, where families can bond with each other and spend quality time.

Citadines Pearl Hoi An, nestled on the enchanting An Bang Beach, offer a tropical haven where classical architecture seamlessly blends with contemporary comforts. A mere 10-minute escape to the UNESCO World Heritage Site of Hoi An Ancient Town, guests can immerse themselves in boat tours, night walks, Tra Que village exploration, and exhilarating water sports. The resort, adorned with top-notch amenities, boasts an expansive outdoor swimming pool, beach activities, and a tennis court for outdoor enthusiasts, providing the perfect backdrop for a leisurely retreat. Members can book the resort through Web and App for Check-Ins starting 13th Jan 2024.

Citadines Bayfront exudes elegance and Vietnamese charm, enticing members with pampering at Manu Spa and seafood delights at Ngon Gallery Seafood Buffet. Conveniently located 35 km from Cam Ranh International Airport, this resort promises a swift 40-minute journey to a coastal escape, surrounded by the serenity of Long Son Pagoda and the excitement of Vinpearl Amusement Park. Members can book their stay at Citadines Pearl Hoi An Web and App for Check-Ins starting 14th Jan 2024.

Ayodya Resort in Bali, a Balinese water palace-inspired haven sprawling across 29 acres, captivates visitors with landscaped gardens and an unrivalled beachfront experience. The resort is strategically located near Uluwatu Temple and Garuda Wisnu Kencana (GWK) Cultural Park, offering guests a cultural feel and breath-taking oceanic views. Bookings are open on the Web and app for Check-Ins starting 13th Jan 2024.

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About Mahindra Holidays & Resorts India Limited

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading company in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand with a 25-year membership, the other products offered by the company are – Bliss, Go Zest, and CMH4.

As on June 30, 2023, MHRIL has 102 resorts across India & abroad and its subsidiary, Holiday Club Resorts Oy (HCR), Finland, a leading vacation ownership company in Europe has 33 Timeshare Properties (Including 9 Spa Resorts) across Finland, Sweden, and Spain.

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About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federations of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates, subscribe to <https://www.mahindra.com/news-room>

For further details, please contact Adfactors PR:

Farhad Ali | farhad.ali@adfactorspr.com

Sulochana Theerupari | sulochana.theerupari@adfactorspr.com