



Club Mahindra's #TravellersWanted hunts for travel enthusiasts with utmost creativity

<https://www.instagram.com/p/CQJIS9RiHhw/>
<https://www.instagram.com/p/CQA7FsPpWUy/>

Mahindra Holidays & Resorts India Limited's flagship brand – Club Mahindra, is inspiring people to don their creative hats and share their love for travel using #TravellersWanted. Multiple clutter breaking posts on the brand's social media handles invite individuals to showcase their passion for travel by depicting travel and family. Looking for that one high on creativity and passionate entry, the brand chose to drop the cliched call and focus on the uncommon factor.

Ms. Pratik Mazumder, CMO, Mahindra Holidays & Resorts India Limited, said, *"We all have undergone a massive change in the past 12 months. Yet, all that matters is how we remain relevant with a purpose. Our expectations have evolved much faster than we thought, giving rise to a need to be innovative, creative, and passionate. We believe it is the passion that leads to creating unmatched content and this is the trigger driving our recent #TravellersWanted posts on social media".*

The brand is open to entries in a travel meme, video, picture, song (lyrics matter, not the voice), creatives, graphics, GIFs, jingle, or any other innovative and creative way to express the passion for travel whilst, depicting travel and family. The company will also onboard the most passionate and enthusiastic traveller as their Social Media Manager.

To participate, post your unique entry publicly on Facebook, Twitter, Instagram, or LinkedIn using hashtags #LoveForTravel #ClubMahindra #SMM before 27th June 2021. Use the following links:

<https://www.facebook.com/113975298302/posts/10158699736618303/>
https://www.linkedin.com/posts/mahindra-holidays-%26-resort-india-limited_travellerswanted-activity-6805488872533966848-l2H7
