

September 24, 2024

MHRIL/SE/24-25/64

Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex Bandra (E),
Mumbai – 400 051.
Symbol: MHRIL

Listing Compliance
BSE Limited
Floor 25, PJ Towers,
Dalal Street,
Mumbai – 400 001.
Scrip Code: 533088

Dear Sir/ Madam,

Sub.: Press Release issued by Mahindra Holidays & Resorts India Limited (“the Company”)

Please find enclosed a Press Release issued by the Company today i.e. September 24, 2024 titled **“Club Mahindra Expands Its Footprint in Mysuru with Full Management of Golden Landmark Resort”**.

The aforesaid Press Release is also being hosted on the website of the Company www.clubmahindra.com in accordance with Regulation 46 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Mahindra Holidays & Resorts India Limited**

Dhanraj Mulki
General Counsel & Company Secretary

Encl.: a/a

Club Mahindra Expands Its Footprint in Mysuru with Full Management of Golden Landmark Resort

~ Strengthening its portfolio, the leading vacation ownership company now offers guests a unique blend of cultural heritage, serene surroundings, and modern amenities ~

Mumbai, 24th September 2024: Club Mahindra, the flagship brand of Mahindra Holidays & Resorts India Limited, has expanded its footprint in Mysuru by assuming complete management of the Club Mahindra Golden Landmark resort in Mysuru, Karnataka.

This move further strengthens Club Mahindra's offerings in the region, providing members with an unparalleled getaway that blends Mysuru's rich cultural heritage with the resort's tranquil, lush green surroundings. Club Mahindra Golden Landmark features elegant interiors and state-of-the-art amenities, delivering the perfect fusion of comfort and sophistication for a truly memorable stay.

Commenting on the expansion, Manoj Bhat, Managing Director and Chief Executive Officer, Mahindra Holidays & Resorts India Ltd, said, *"Club Mahindra has been dedicated to enriching family vacations for years, and our latest offering in Mysuru aligns perfectly with our strategy of expanding into key tourist destinations. This city, renowned for its cultural richness and heritage, presents substantial opportunities for a unique hospitality experience. With Club Mahindra Golden Landmark, we are well-positioned to meet the diverse needs of families seeking a relaxing vacation in this vibrant destination. This addition also aligns with our strategic goal of doubling our room capacity to 10,000 by FY30. We look forward to offering them more destinations, enhancing their choices, and enriching their overall holiday experiences with Club Mahindra."*

Mysuru, famed for its regal heritage and cultural splendor, offers visitors a journey back in time. Wander through its archetypical lanes, explore vibrant bazaars, and admire the stunning architecture of buildings that reflect the city's rich history. At the heart of this cultural gem, **Club Mahindra Golden Landmark Mysuru** serves as an idyllic family retreat, located on the tranquil outskirts, surrounded by nature. Spread over 7.5 acres, this plush resort features 66 elegantly designed rooms, an all-day dining multi-cuisine restaurant, and gourmet dining options. State-of-the-art amenities such as a spa, gym, and swimming pool ensure relaxation and rejuvenation. For special events, the resort also offers unique banqueting options with 2 lawns and a banquet hall, all providing complete privacy for a memorable experience.

Guests can also enjoy a variety of experiences around the city, from jeep safaris and trekking to exploring the city's heritage through local tours and cycling adventures. Families can savor regional delicacies like Dosas, Bisi Bele Bhat, and Mysuru Pak at the resort's restaurant, or enjoy a barbecue under the stars. For those visiting during the city's iconic **Dussehra festival**, the resort offers easy access to witness the grand processions, cultural performances, and the spectacular illumination of the **Mysore Palace**, a true celebration of Mysuru's vibrant traditions.

Mysuru can be visited anytime during the year. The city is easily accessible, with **Mysuru Airport** just 18 km away and **Mysuru Junction Railway Station** only 8 km from the resort.

About Mahindra Holidays & Resorts India Limited

Mahindra Holidays & Resorts India Limited (MHRIL) India's leading leisure hospitality company offers quality family holidays primarily through vacation ownership. MHRIL offers a 25-year membership

along with other products – Bliss, Go Zest, Club Mahindra Fundays for corporates, through its flagship brand Club Mahindra.

As of June 30, 2024, MHRIL has 114 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.

Visit us at www.clubmahindra.com

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, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

For further details, please contact:

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