



27th April, 2016

To,
The Secretary
Department of Corporate Services
BSE LIMITED
27th Floor, P. J. Towers
Dalal Street, Fort
Mumbai – 400001

Dear Sir / Madam,

Sub: Country Club Hospitality & Holidays Limited Announces “Mary Kom” as Brand Ambassador and launches “Thumbs Up” Membership Card with 24 months EMI


Ref: Country Club Hospitality & Holidays Limited

With reference to the above captioned subject and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, Country Club Hospitality & Holidays Limited announces “Mary Kom” as Brand Ambassador and launches “Thumbs Up” Membership Card with 24 months EMI.

You are hereby requested to please take on record the above said information.

Thanking you,

For COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED


Y. VARUN REDDY
VICE-CHAIRMAN, JMD & COO
DIN: 01905757



COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED

(Formerly known as Country Club (India) Limited)

Corporate Office : Country Club Kool, #6-3-1219, 4th Floor, Begumpet, Hyderabad -16, Ph: 040-66833963, Fax: 040-23406854
Reg. Office : Amrutha Castle, 5-9-16, Saifabad, Secretariat, Hydeabad - 500 063. **CIN NO.** L70102AP1991PLC012714



COUNTRY CLUB WELCOMES **MARY KOM** AS BRAND AMBASSADOR

Country Club announces Mary Kom as Brand Ambassador Launches Thumbs up Membership Card

Hyderabad, April 27th 2016: Country Club Hospitality and Holidays Ltd, a club dedicated to the country, creates yet another historic milestone and announces Ms Mary Kom as brand Ambassador. Also the renowned clubbing, holiday and hospitality brand, the Country Club forges ahead with yet another innovative product launch "Thumbs up membership Card". Thumbs up membership Card is launched in two variants The Thumbs Card and The Thumbs up Deluxe Card. Top 9 multinational banks (AXIS, CITI, HDFC, HSBC, ICICI, INDUSIND, KOTAK, STANDARD CHARTERED, UNION & PINE LABS) credit card holders can avail easy 24 month EMI facilities to buy the Thumbs Up Card.

Talking about the launch of The Thumbs up Card, Country Club CMD Mr. Y. Rajeev Reddy says "The Thumbs Up card comes as a boon to many people who want to enjoy all the varied facilities offered by the Country club" The card is a great entry point and is supported by top 9 banks as quoted by Mr Aseef Pasha, Head - strategic alliance, Country Club. Mr Reddy also said that Ms Mary Kom is the right and ideal brand ambassador for Country Club. Both Ms Mary Kom and Mr Rajeev Reddy, CMD, Country Club have struggled and risen against all odds to becoming Global brands. Ms Mary Kom hailing from a small village in the far east of India has fought all battles, personal and professional, to achieving the title of a Five time world Amateur Boxing Champion!. Making a mark for India on the global map. Country Club starting from one club in Hyderabad with 400 members, Country Club today stands around 5 Lakh member families with more than 75 ownership properties spanning across India, Sri Lanka, Thailand, Malaysia, Philippines, Singapore and Middle East, putting Country Club on the global map. Thus there are a lot of similarities with Ms Mary Kom and the spirit of Country Club

About the Country Club Hospitality & Holidays

Established in 1989, the Country Club Hospitality & Holidays is a pioneer in offering wholesome leisure hospitality services in India and beyond. A full range of Country Club Hospitality & Holidays specialty services include member exclusive social clubbing hubs, holiday destinations, fitness centers and star-studded entertainment events. The network has over 75 ownership clubs, resorts, hotels and fitness centers in India, Middle East, Bangkok, Malaysia, Singapore and Sri Lanka. Dubbed as the Powerhouse of Entertainment, the Country Club Hospitality & Holidays celebrates several global festivals and family entertainment events by inviting leading Indian movie stars.

About the Country Club Technological Innovations/ Mobile App: To provide round-the-clock seamless hospitality services to its members, the Country Club has launched several technological innovations, including a latest Mobile App to work on Android and iOS platforms. Combined, the technology adopted by the Country Club facilitates real-time holiday reservation, seamless customer care, online payment transfers, guided navigation to clubs and resorts and insta-calling services. To utilize the services, members can login to Country Club website or download the Mobile App from Google Play Store and Apple iTunes.

To know more about the Country Club Hospitality & Holidays Limited:
Visit our website: www.CountryClubIndia.Com