

## **Mahindra Holidays & Resorts India selected Business Superbrand**

*Hospitality*

*Author : mahindraadmin Category : Hospitality Published : 12/19/2007*

**Mumbai:** Mahindra Holidays & Resorts India Limited (the 'Company'), a leisure hospitality provider offering quality family holidays and part of the Mahindra Group of Companies, has been selected as 'Business Superbrand 2008' by the Brand Council of India.

Commenting on the selection, Mr. Ramesh Ramanathan, MD, Mahindra Holidays & Resorts said, 'This is indeed a very proud moment for all of us at Mahindra Holidays. We believe that this milestone is a testimony of our efforts and recognition of the fact that a Brand is built at every touch point with a consumer and not only through superb marketing communication. We are committed towards being a preferred partner in Holiday & Holiday Services. This achievement of the company gives us a lot of confidence in deploying our growth strategies, creating new brands and strengthening our current flagship brand Club Mahindra Holidays, which is a leading Brand in the Holiday space.'

The 'Superbrand' is a concept that evolved in the UK in 1993. Superbrand India was launched in December 2002. The 1st edition of Business Superbrand India was out in September 1995. The Superbrand status is awarded by an independent panel of judging experts called The Brand Council. The people of the panel represent the finest brand management practices in the country. Each member has outstanding records of creating and nurturing brands. Every country has its own jury. A Superbrand is one which has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which (consciously or sub-consciously) customers want and recognize.

Mahindra Holidays & Resorts India Limited also recently filed its Draft Red Herring Prospectus ('DRHP') with the Securities and Exchange Board of India ('SEBI') for an Initial Public Offering ('IPO'). The Issue would constitute 13.0% of the fully diluted post-issue paid-up capital of the Company.

### **About Mahindra Holidays & Resorts India Limited**

Mahindra Holidays and Resorts India Limited (MHRIL), is a subsidiary of Mahindra and Mahindra Ltd. one of the most respected industrial houses in India. MHRIL is a leading player in the leisure hospitality industry. It provides quality family holidays primarily through vacation ownership memberships. MHRIL's flagship brand is Club Mahindra Holidays. MHRIL currently provides its 64,322 members a choice of 21 resorts in India and Thailand and in addition, through affiliations provides access to over 4000 resorts,

worldwide.

Mahindra Holidays & Resorts India Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed its Draft Red Herring Prospectus ('DRHP') with the Securities & Exchange Board of India ('SEBI'). The DRHP is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in); on the website of the GCBRLM at [www.kotak.com](http://www.kotak.com) and on that of the BRLM at [www.hsbc.co.in](http://www.hsbc.co.in). This press release does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any equity shares, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. Any potential investor should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the DRHP filed with the SEBI including the section titled 'Risk Factors'. The Equity Shares of the Company have not been and will not be registered under the U.S. Securities Act 1933, as amended or any state securities laws in the United States. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act.

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Holidays & Resorts Business Superbrand