

Press Release

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Mahindra Holidays unveils New Brand Identity for its flagship Brand “Club Mahindra”

October 22, 2013, Mumbai: Mahindra Holidays & Resorts India Ltd, India’s leading vacation ownership company, today unveiled a fresh new brand identity for its flagship brand - Club Mahindra , which is inspired by the thought ‘make every moment magical’. The thought reflects the ethos of the organization which strives to create magical experiences for the entire family during their holidays.

Inspired by Buddhist mandalas, the new symbol is a reflection of a brand that represents the best of Indian business and culture on the world stage. Club Mahindra’s new brand identity features a symbol made up of four hearts coming together. Inspired by the ‘colours of holidays’, the hearts are in vibrant shades of blue, yellow, orange and green. These hearts symbolise families and friends coming together. The new identity is flexible to adapt itself to all kinds of media especially digital. The new identity has been designed by Mr. Daren Cook who is based out of UK and has designed several other iconic logos as well.

Club Mahindra’s new brand identity will be supported by a comprehensive marketing campaign which also includes a new TVC.

“When we launched Club Mahindra in 1996, the concept of vacation ownership was not only viewed with skepticism but was also relatively nascent in India. However, over the past two decades, Club Mahindra has done much to change that perception with its world-class properties and unique holiday experiences. The fact that we are India’s leading vacation ownership company with over 1,60,000 members, is a clear validation of its success and this fresh new brand identity reflects its renewed focus on delivering the best vacations to its members across the country,” said **Anand Mahindra, Chairman, Mahindra Group.**

“Club Mahindra has defined the vacation ownership category in India by continuously setting new standards. The 8th largest vacation ownership company in the world, Club Mahindra is evolving as the Indian consumer seeks newer holiday experiences. Hence, we are opening new resorts, have introduced a new online booking system and we have also introduced new experiences for families at our resorts. Our change of brand identity goes much deeper than just the change of symbol. The thought behind the logo change inspires us to deliver magical moments to our Members and encourages those who aren’t already with us to have another look at what we offer.” said **Rajiv Sawhney, Managing Director & CEO, Mahindra Holidays & Resorts India Ltd.**

With 41 resorts across the country and overseas, Club Mahindra has created a wide footprint not limited to the borders of India. The resorts in Dubai, Bangkok, Kaula Lumpur and Innsbruck (Austria) are an endeavour to accommodate the evolving aspirations of the ever growing member base.

In February 2013, Club Mahindra introduced the new online booking platform for its members, which now contributes 50% of the booking volumes within 9 months of its launch. The platform is intuitive in nature and offers members alternative vacation suggestions.

The experiences inside the resorts are truly created to bring families together, sometimes spanning three generations. It is these experiences combined with the unique geographies where the resorts are located that has helped Club Mahindra redefine the way Indian families holiday.

About Mahindra Holidays

Mahindra Holidays & Resorts India Ltd. (MHRIL), a leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the Company are –Club Mahindra Fundays and Club Mahindra Travel.

Club Mahindra has 41 resorts in India and abroad. In India the resorts are located in Pudhucherry, Masinagudi, Kodaikanal (2 resorts), Ooty (2 resorts), Ashtamudi, Binsar (2 resorts), Madikeri (Coorg), Virajpet (Coorg), Corbett, Dharamshala, Gangtok, Gir, Goa (2 resorts), Kumbhalgarh, Munnar, Naukuchiatal, Nawalgarh, Shimla, Udaipur, Manali, Thekkady, Yercaud, Mussourie, Kanatal, Kumarakom, Baiguney, Kandhaghat, Mahabaleshwar, Jaisalmer, Cherai, Poovar and Tungi (Lonavala). International resorts are in Dubai, Bangkok, Pattaya, Kaula Lumpur and Austria.

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About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 160,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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About Daren Cook Design

Mr. Daren Cook is the Creative Director and Founder of Daren Cook Design. He comes with 20 years experience of working on high profile brands from across the world. Daren has worked on the launch of the telecom brand "Orange"

during his 10 years at Wolff Olins and was responsible for the design of the iconic Orange logo. His strategic partner is Mr. Nigel Markwick, who has a versatile career designing spacecraft before migrating into brand strategy. In almost two decades of branding, he has worked with new startups like the Oi mobile brand in Brazil, Hailo in London, and well-established global organisations like BT, Booz & company, PwC, Pilkington, and Wacom.

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