# Club Mahindra adds 100+ rooms in Goa

## Launches Club Mahindra Emerald Palms

Mahindra Holidays & Resorts India Limited (MHRIL), one of the leading players in the leisure hospitality industry, today announced the launch of its new acquisition in Goa, the Club Mahindra Emerald Palms. With this acquisition, MHRIL has added another 106 rooms in Goa.

Club Mahindra now has the largest resort operations in South Goa taking its tally to 336 rooms with this acquisition. With the changes in the urban lifestyle reflecting in the increased holiday pattern of families, Club Mahindra also plans to keep up with this upward trend in India's holidaying habits. This is the first of a series of launches that Club Mahindra will have in the next six months, whereby several new destinations will be added along with a significant increase in its room count.

Speaking on the occasion, Rajiv Sawhney, Managing Director said, "While discovering new destinations and placing them on the holidayer's map has been a strong tradition at Mahindra Holidays, we always aim to ensure that our members can holiday where they want. This launch will significantly augment our capacity in Goa which is one of our most preferred destinations."

The charming Club Mahindra Emerald Palms resort, located close to the Varca Beach has all the amenities that a Club Mahindra Resort offers. The Portuguese villa style apartment blocks are clustered around garden courtyards with patios and pergolas, providing both cozy comfort and privacy.

## ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays & Resorts India Limited, one of the leading players in the leisure hospitality industry, offers quality family holidays primarily through Vacation Ownership membership. Club Mahindra Holidays is MHRIL's flagship brand. Other brands of the company are Zest, Club Mahindra Fun days, Mahindra Home stays and Club Mahindra.Travel.

Club Mahindra Holidays was selected as Superbrand in 2009. The company has over 135,000 member families and operates more than 34 resorts across India and Thailand

## About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, and information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A US $14.4 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.
In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.
In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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