

20th November 2025

MHRIL/SE/25-26/70

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

Symbol: MHRIL

BSE Limited Floor 25,
Floor 25, PJ Towers,
Dalai Street,
Mumbai - 400 001

Scrip Code: 533088

Dear Sirs,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

In compliance with Regulation 30 read with Schedule III and other applicable provisions of SEBI Listing Regulations, we hereby inform you that the Board of Directors of the Company at its meeting held on 19th November 2025, have approved entering into 'Leisure Hospitality' as a new line of business which shall be carried out through a wholly owned subsidiary of the Company viz. Mahindra Hotels and Residences India Limited under the brand name 'Mahindra Signature Resorts'.

The details as required under Regulation 30 read with Para B (2) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024 is provided in '**Annexure A**' to this letter.

Press release being issued in this regard is enclosed as '**Annexure B**'.

The meeting of the Board of Directors commenced at 9.00 p.m. and concluded at 9.40 p.m.

This intimation is also being disclosed on the website of the Company at:

<https://www.clubmahindra.com/investors/investor-information>

Kindly take the same on record.

Thanking you,

For **Mahindra Holidays & Resorts India Limited**

Mansi Laheri
Company Secretary
ACS No.: A21561

Annexure A

The details as required under Regulation 30 read with Para B (2) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

Adoption of new line of business:

| Sr. No. | Details of Events | Information of such event(s) |
|---------|---|---|
| a. | Industry or area to which the new line of business belongs to | Leisure Hospitality |
| b. | Expected benefits | <p>Company currently operates in the vacation ownership segment.</p> <p>Entry into leisure hospitality business will add scale and diversity to the existing business portfolio and will help us attract fast growing categories and customers in the overall tourism sector.</p> |
| c. | Estimated amount to be invested | The Company expects to make an initial investment of approximately Rs.1000 Crore towards capex and setting up of this business in Mahindra Hotels and Residences India Limited, wholly owned subsidiary of the Company. |

Mahindra Holidays & Resorts India Limited

Registered Office: Mahindra Towers, 1st Floor, "A" Wing, Dr. G.M. Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai – 400 018.

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Mahindra Holidays & Resorts India Ltd.

Mahindra Holidays Sets Bold Vision for Leisure Hospitality

Scaling the Core with Enhanced Member Experience Building the New with “Mahindra Signature Resorts”

Mumbai, 20th Nov 2025: Mahindra Holidays & Resorts India Limited (MHRIL) today unveiled its vision to become India’s #1 leisure hospitality player. The key elements of this transformation are as below:

1. Scaling the Core with Enhanced Member Experience:

- Accelerated inventory addition to reach **10,000 keys by FY30**
- **Launch of Keystone – a Privileged Access Program**, designed with premium benefits like concierge services coupled with flexible and simple membership plans
- **Premiumization** of resort portfolio
- **Refreshed identity to reflect the transformation:** Rebranding of Club Mahindra as Club M

2. Launch of “Mahindra Signature Resorts” for the luxury leisure market

The company is introducing Mahindra Signature Resorts, a luxury hospitality brand for the leisure market. These resorts will be designed for families who enjoy immersive experiences delivered with a sense of sophistication. The company targets scaling this brand to **2,000 keys by FY30**.

Manoj Bhat, MD & CEO, Mahindra Holidays said, “For almost three decades, Mahindra Holidays has shaped how Indian families holiday, which gives us a competitive edge. The demand for experiential holidays is rising swiftly due to increasing affluence. We recognize that family extends beyond the traditional sense to encompass meaningful connections and shared experiences. Hence, we are embarking on our two-brand strategy, to gain a leadership position in the leisure market”.

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 25/15/10-year membership along with other products – Bliss, Go Zest, Club Mahindra Fundays for corporates, through its flagship brand Club Mahindra.

As of Sep 30, 2025, MHRIL has 118 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 on www.clubmahindra.com and follow us on [X](#), [LinkedIn](#), [Instagram](#) and [Facebook](#) to know more about us.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

For further enquiries, please contact**Media Relations:**

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