



PRESS RELEASE

IDS SOFTWARES POWERS HOMESTAYS WITH ITS HOSPITALITY TECHNOLOGY ASSISTS MAHINDRA HOLIDAYS IN THE LAUNCH OF INDIA'S FIRST AND ONLY ONLINE INFORMATION AND BOOKING PORTAL EXCLUSIVELY FOR HOMESTAY SECTOR

Bangalore, 28 November 2008: IDS Softwares Pvt Ltd (IDS), global leader in providing integrated IT solutions for the hospitality industry, has helped the nascent homestay sector in India transcend to another level with the launch of www.mahindrahomestays.com. The homestay sector is fueled primarily by online presence and promotions, thus the portal plays a pivotal role for the segment. It is for the first time that a homestay portal with one-stop information and online reservation facility across India is being offered to travelers worldwide. The portal offers an online and multi-currency payment gateway in order to ease financial interactions for tourists around the globe and real-time and online reservation.

Mahindra Homestays, the latest offering by Mahindra Holidays and Resorts India Limited, have chosen the highly versatile and user-friendly software solution by IDS that has gained popularity in the world hospitality market since the company's inception, 21 years ago. IDS has played a major role in the launch of the Homestays portal and has offered solutions in two segments i.e., Back-end support (Central Reservation System) and Real-time web booking engine. Microsoft ASP.net (the framework) and Back – end Central Reservation System on Visual Basic with an MS SQL Server as RDBMS are the technologies been used for the construction of the portal.

Commenting on the association, Mr Ramesh Ramanathan, CEO of Mahindra Holidays and India Limited said "Mahindra Homestays is a business venture developed on to operate entirely on an electronic platform. IDS, in a short space of time, have done an excellent job putting in place the vital front end web interface and online reservation system".

"Our association with Mahindra Holidays dates back over a decade! We were only happy to provide our expertise to this emerging concept in the Indian hospitality arena. This project has been another feather in our cap, given, that this required a fresh concept and innovative technology to be developed in a very short span of time! It gives us pleasure in assisting the Mahindras in this venture" said Rajesh P Yadav, General Manager, IDS.

A 'homestay' is accommodation provided in a private home, with no more than 8 rooms available for guests, run by the homeowner. A homestay promotes travel and tourism among those who refrain from spending high costs on hotel rooms and also for those who believe in experiencing the pulse of the place they visit. Many homeowners in India have been successfully offering their homes for visitors from India and across the world but have not been able to tap it vigorously. Currently, homestay owners have been conducting their business by merely word of mouth publicity. The full potential is a long way from realization due to various factors, chief

among them being inability to reach out to the right target audience. With Mahindra Homestays launching the portal, powered by IDS, affiliated homes will now be able to provide services and amenities to meet the expectations of the discerning traveler.

Thus, with Mahindra and IDS coming together, India welcomes the trend of homestays and offers the luxuries of its culture to the world.

ABOUT IDS SOFTWARES PVT LTD

IDS Softwares Pvt Ltd is a global leader in integrated IT solutions for the Hospitality industry. The company, for over 21 years, has been designing, developing, marketing and maintaining a comprehensive range of information management systems enabling businesses of varied sizes, including hotels, restaurants, clubs and resorts. With Regional Sales and Support offices spread across the globe, the company has more than 1400 clients in over 20 countries.

IDS markets its hospitality software products under the umbrella brand 'Fortune Suite of Integrated Solutions.' The products address multiple aspects of the industry such as, Property Management Products, Restaurant Management Products; Central Reservation Systems and Business & Service Enhancement Products. The company's Global R&D Center at Bangalore, India, offers support to its clients 24x7x365. IDS Softwares' clients include Best Western, Club Mahindra Holidays, Emirates Concorde, ETA Star group - Middle East, Fortune Park Group, Holiday Inn Hotels & Resorts, John Keells Holdings – Sri Lanka, Ramada Worldwide, Ramee Group of Hotels, Royal Orchid Hotels, Sarovar Group to name a few.

Website: www.idsfortune.com

ABOUT MAHINDRA HOMESTAYS

Mahindra Homestays is an effort by Mahindra Holidays and Resorts India Limited to organize the growing Homestay industry in India and market it under a strong brand. Mahindra Homestays has set up a pan-India network of homes that delivers the real India through an enriching host-guest interaction. The Mahindra Homestays are situated in cities and tourist destinations across India and offer good value-for-money accommodation and a unique experience.