Club Mahindra Jiyo life

Press Release **for Immediate Publication**

MHRIL Annual Operating income grows to Rs.622Cr

Board declares a 40% dividend

10 New Resorts added, taking up the network to 42

Mahindra Holidays and Resorts India Ltd. (MHRIL), India's leading leisure hospitality provider and part of the $14.4bn Mahindra Group, has posted an impressive all-round performance, for the financial year ending 31st March 2012. The company registered an operating income of Rs. 188 cr during the quarter ending 31st March 2012, up by 19 percent over the sequential quarter ended 31st Dec 2011. The Profit After Tax stood at Rs. 37 cr during the period, up by 41 percent over the sequential quarter ended 31st Dec 2011.

Continuing its rapid expansion, MHRIL increased its resort network to 42 and added 485 rooms. This represents a single year increase of 31%. The company acquired 18,089 new members thereby growing its membership base to a total of 143,258 members.

Mr Arun Nanda, Chairman, MHRIL added, "We are committed to offering our members the most memorable holiday experiences by continuing to strengthen our services, network and technology infrastructure".

The addition of 10 unique destinations including Sikkim, Mussorie, Mahableshwar, Kumarakom, Jaisalmer, Kanatal, Goa and Rishikesh is just a start to an exciting increase in network covering varied holiday experiences.

Rajiv Sawhney, MD MHRIL said "In line with our ambition and vision, we have over the last year, grown by aggressively investing in process, people and technology and we will continue this focus to relentlessly deliver unmatched customer experience". During the year, MHRIL strengthened its customer-centric efforts. It launched an online booking facility on its website to empower members and provide them an enhanced experience. Within a very short period of time 13% of all bookings are now being done online.

MHRIL received several coveted distinctions during the financial year 2011 -2012. The Club Mahindra Kodagu Valley was voted as Asia's second most favourite family holiday resort by

Tripadvisor. Further, RCI has awarded 12 Club Mahindra properties the prestigious RCI Gold Crowns & also awarded MHRIL the prestigious RCI President's award. Club Mahindra was also voted the Product of the Year 2012 in a survey by AC Nielsen covering over 30,000 respondents.

FY- 2012 Q4 results

The total Operating income increased by 19% to Rs.188 cr for quarter ended 31st March 2012 as against Rs. 159 cr over the sequential quarter ended 31st Dec 2011. Profit after tax (PAT) was at Rs. 37 cr up 41 % for quarter ended 31st March 2012 as against Rs. 26 cr sequential quarter ended December 31st, 2011 .

FY012 Full Year Results

The Annual Total Operating income stood at Rs. 622 cr for the year ended 31st March 2012 as against Rs. 522 cr last year. The Profit After Tax was Rs. 105 cr for the year ended 31st March 2012 compared to Rs. 103 cr last year. The EPS (Basic) for the year stands at Rs 12.49. Inventory recorded a 31% increase taking the total to 2049. Board declared a dividend of 40 %.

ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays and Resorts India Ltd. (MHRIL), the 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 – Zest Breaks, Club Mahindra Fundays, Mahindra HomeStays and Mahindra Travel.