



Mahindra Holidays & Resorts India Limited

Q3 FY 18
Investor Presentation
31st Jan, 2018

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INTRODUCTION



JOURNEY SO FAR



BUSINESS UPDATE



FINANCIAL
PERFORMANCE

Introduction

Established in 1996, Mahindra Holidays is today a leading player in the leisure hospitality industry in India. Our brand assures customers of great quality and memorable family experiences

Our Credo

- **Make Every Moment Magical**



Our Mission

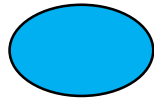
- **Good Living, Happy Families.**

Our CMH 25 year product

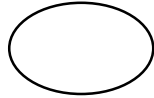
25 year memberships for 7 nights/8 days every year in any of
our 50+ resorts in India & abroad

Season

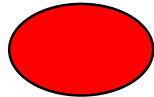
Blue
Off Peak



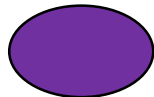
White
Medium



Red
Peak



Purple
Super Peak



Apartment Size

Studio
(2 adults, 1 child)

1 BR
(2 adults, 2 children)

2 BR
(4 adults, 2 children)

Our Target Member Profile



28+ years of age
Married; 1-2 children (Age 3-15 years)
SEC A+ & A

Appreciates quality family time
Takes regular vacation
Seeking variety
Plans in advance

Journey So Far...

Our Capabilities built over 20 years of our journey

- **Spot new unexplored destinations**
- **Create marquee resorts**

- **Manage fully serviced resorts**
- **High standards of hospitality in remote destinations**

Offer unparalleled family holidaying experiences

Service an ecosystem of 200,000+ members

Online and offline lead generation capability to create a funnel of prospects

The largest direct selling company sales force network in hospitality industry

And the journey continues...

Member Base

229,643

Occupancy

85%

CAPS

55%

Inventory

3362

Resorts

53

Sales Location

115

Awards & Accolades

Golden Peacock Award - Sustainability



WINNER

Civic Award- Good Corporate Citizen, 2017



Certificate of excellence TripAdvisor



27 Resorts In India received the certificate of excellence awards

Winner- Creating Distinct Value



Best Social Media Brand – Hospitality



DX leader – Operational Transformation



**Winner –
Mobile APP**

National Awards & DMAI Awards



TISS Leapvault – Gold Award Winners



CLO Award

Resort Diversity

Hill Stations

- Manali, Shimla, Naldhera, Srinagar
- Dharamshala, Kanatal, Binsar
- Mussorie, Kandaghat, Naukuchiatal,
- Munnar, Ooty, Kodaikanal, Coorg, Virajpet
- Gangtok, Baiguney
- Mahabaleshwar, Lonavala, Hatgarh

Beaches

- Varca, Goa
- Emerald Palms, Goa
- Acacia Palms, Goa
- Cherai
- Pondicherry
- Ganapatipule

Backwaters

- Ashtamudi
- Kumarakom
- Poovar
- Allepey

Wildlife

- Corbett
- Gir
- Kanha
- Yercaud
- Thekkady

Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

International

- Bangkok
- Kuala Lumpur
- Dubai
- Austria
- Singapore

Format Suited to Consumer Needs

Indian Consumer Needs

Flexibility of choosing time of holiday

Destination Variety : Won't go to the same place every year

Complete family experience Holidays with entire family



Our Product Design

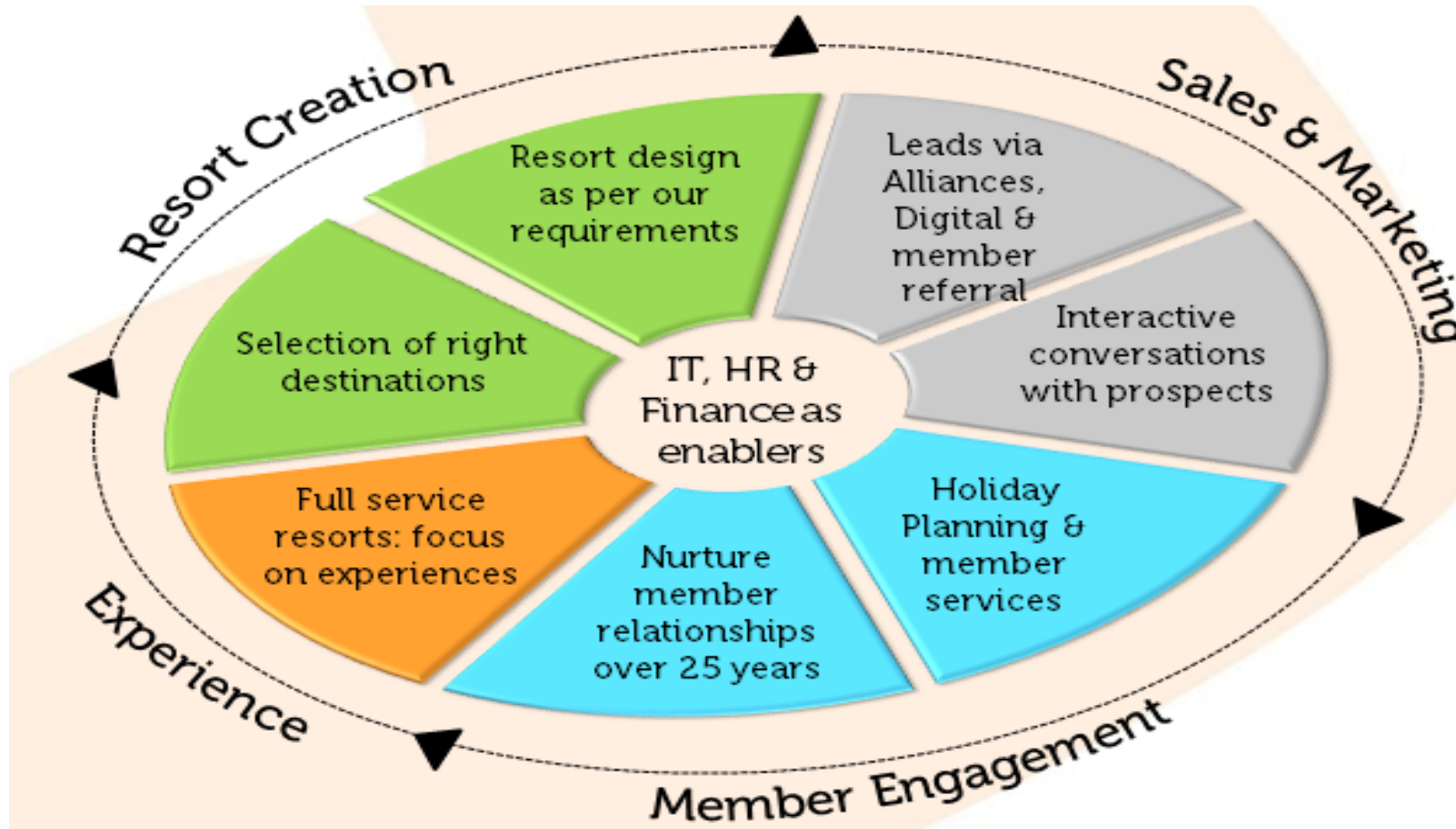
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

"Diversity of Resort locations" – members can holiday in any resort

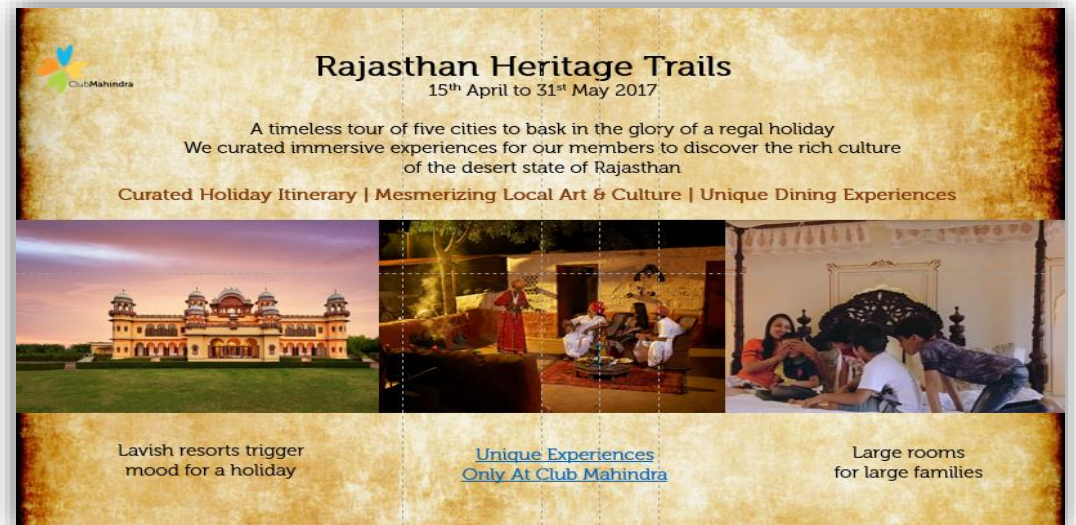
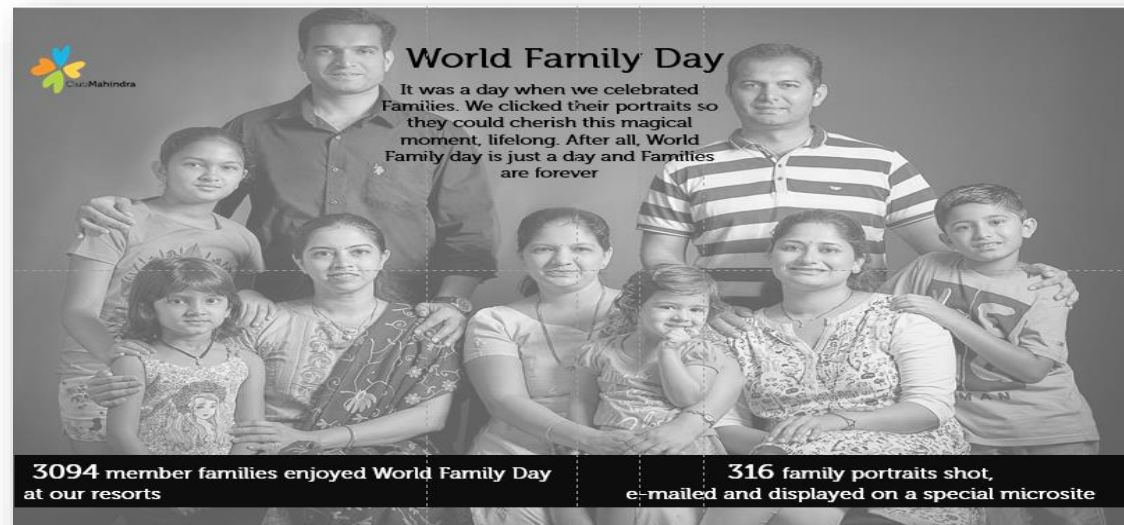
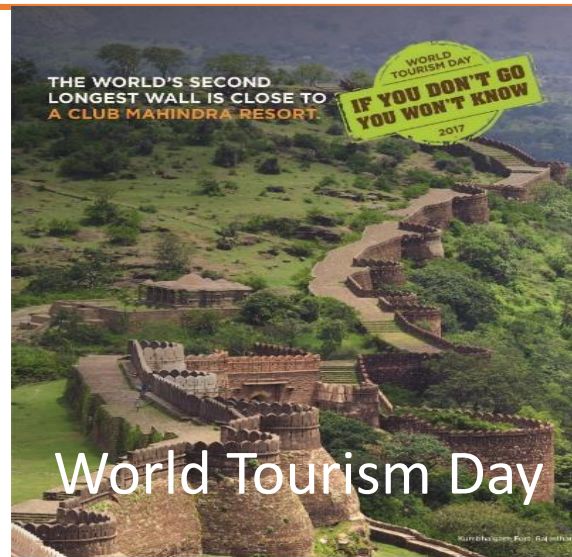
Full Service Resorts. Cater to needs of all members in the family

Our Proposition different from conventional VO

Fully Integrated Value Chain



Brand Building Initiatives



New Theme Events

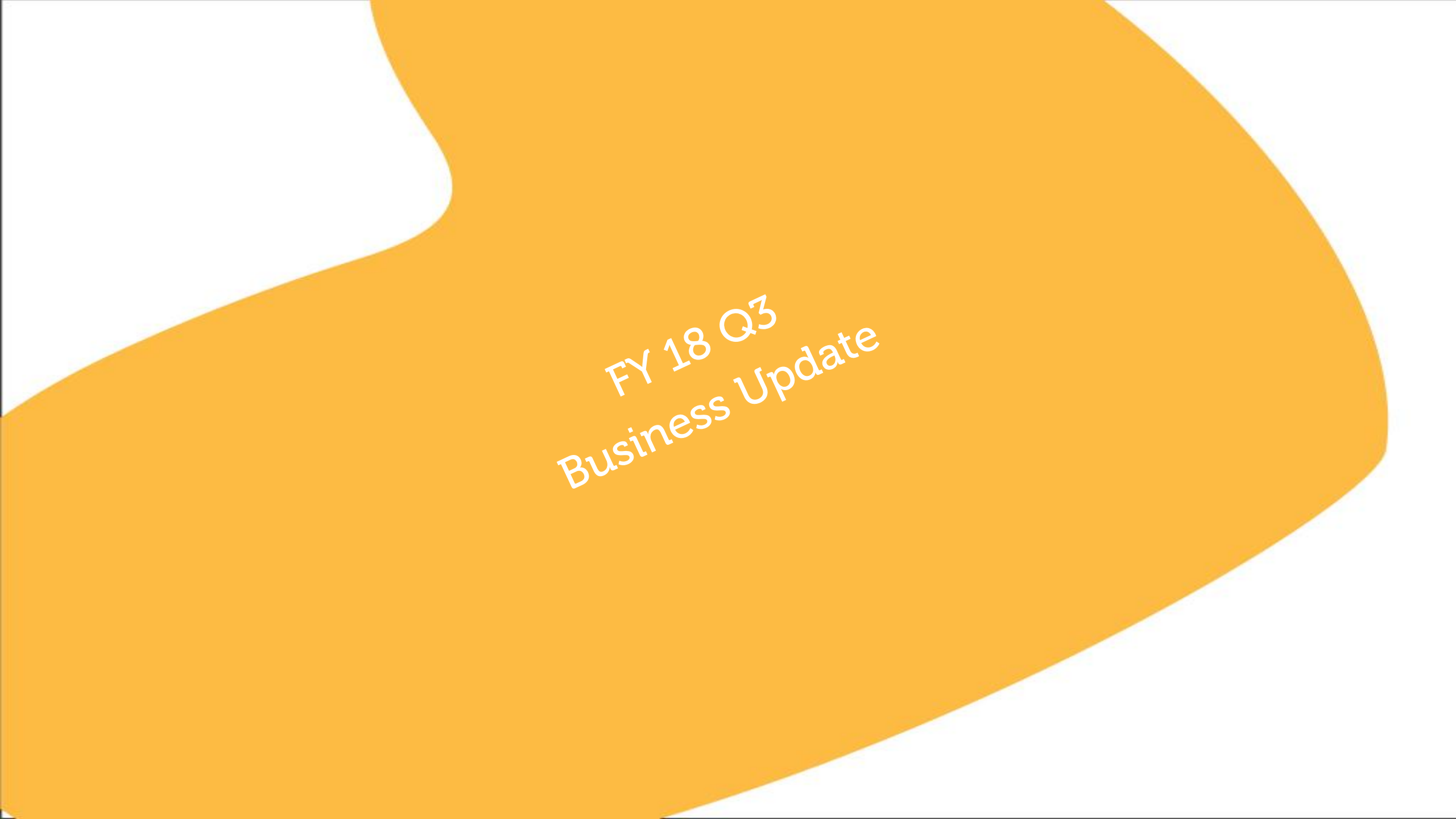
Carnival Night at Varca and Emerald Palms



Jungle Theme Party for Kids - Corbett

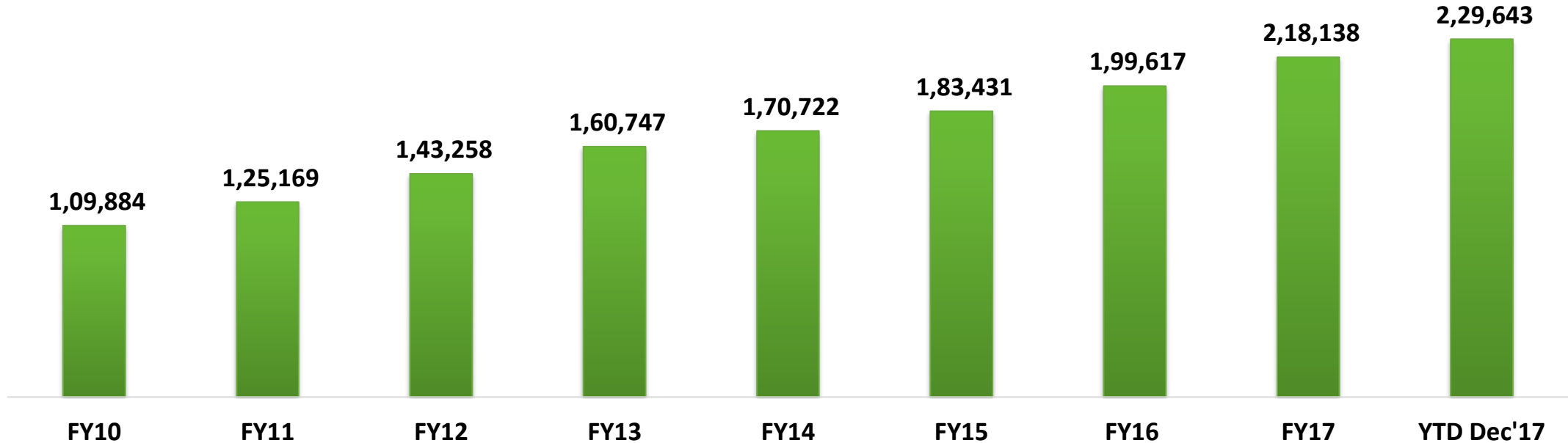


Zombie Night at Emerald Palms, Madikeri & Jaisalmer

A large, solid orange shape with a wavy, organic border on the left side, set against a white background. The shape occupies the majority of the frame, starting from the top left and extending towards the bottom right.

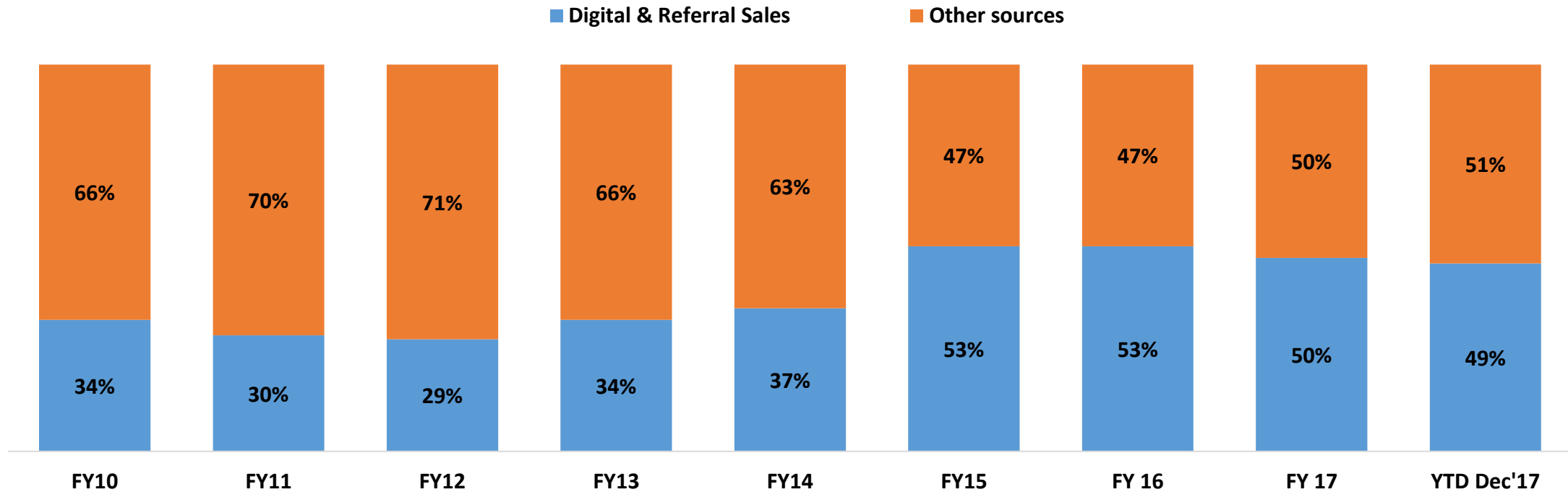
FY 18 Q3 Business Update

Consistent Increase in Member Base



Growth through Digital & Referrals

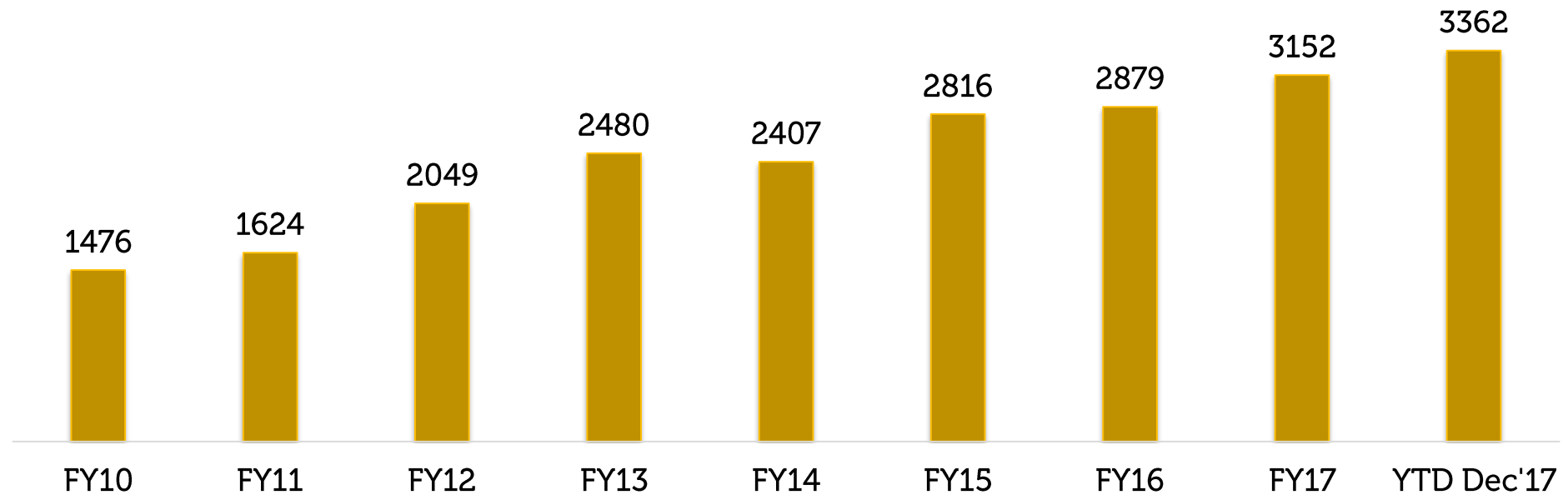
Sales Mix by source of lead



Ensuring Healthy Inventory Addition

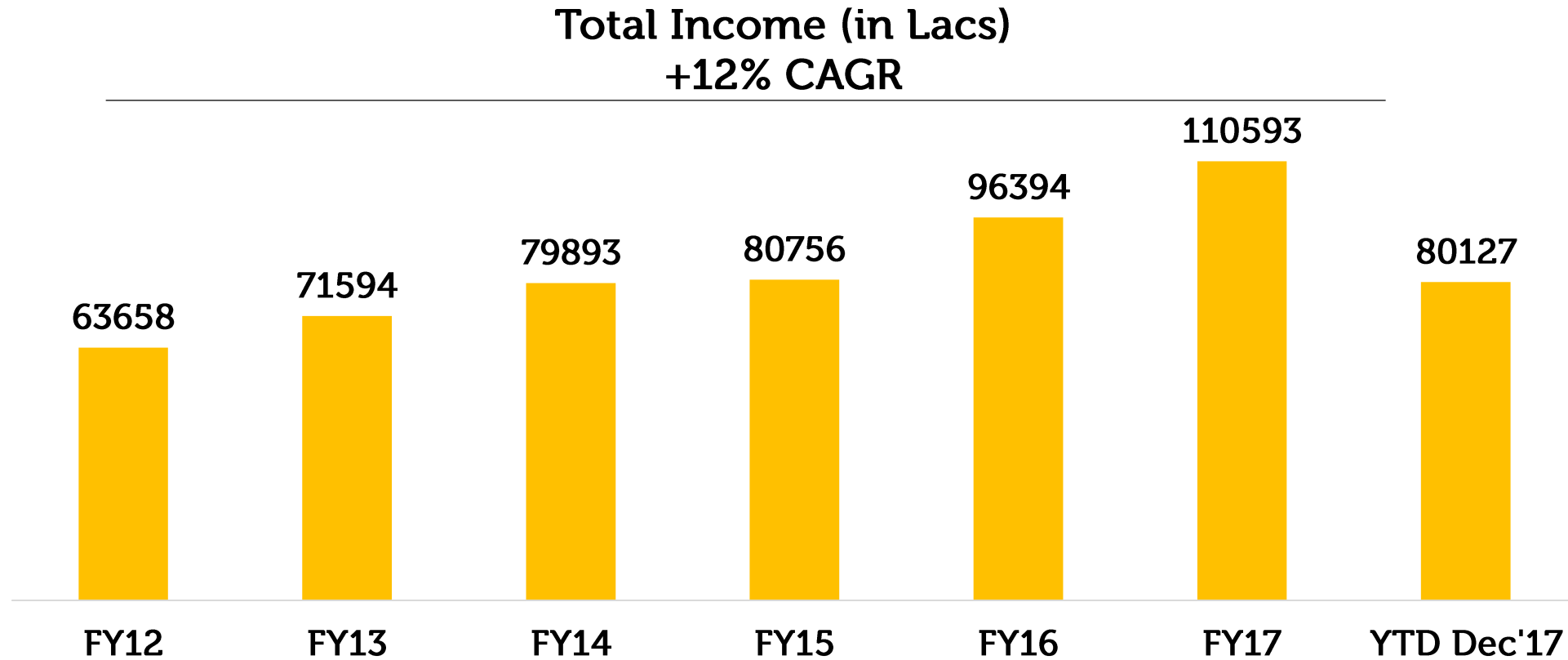
Cumulative Inventory (Number of Units)

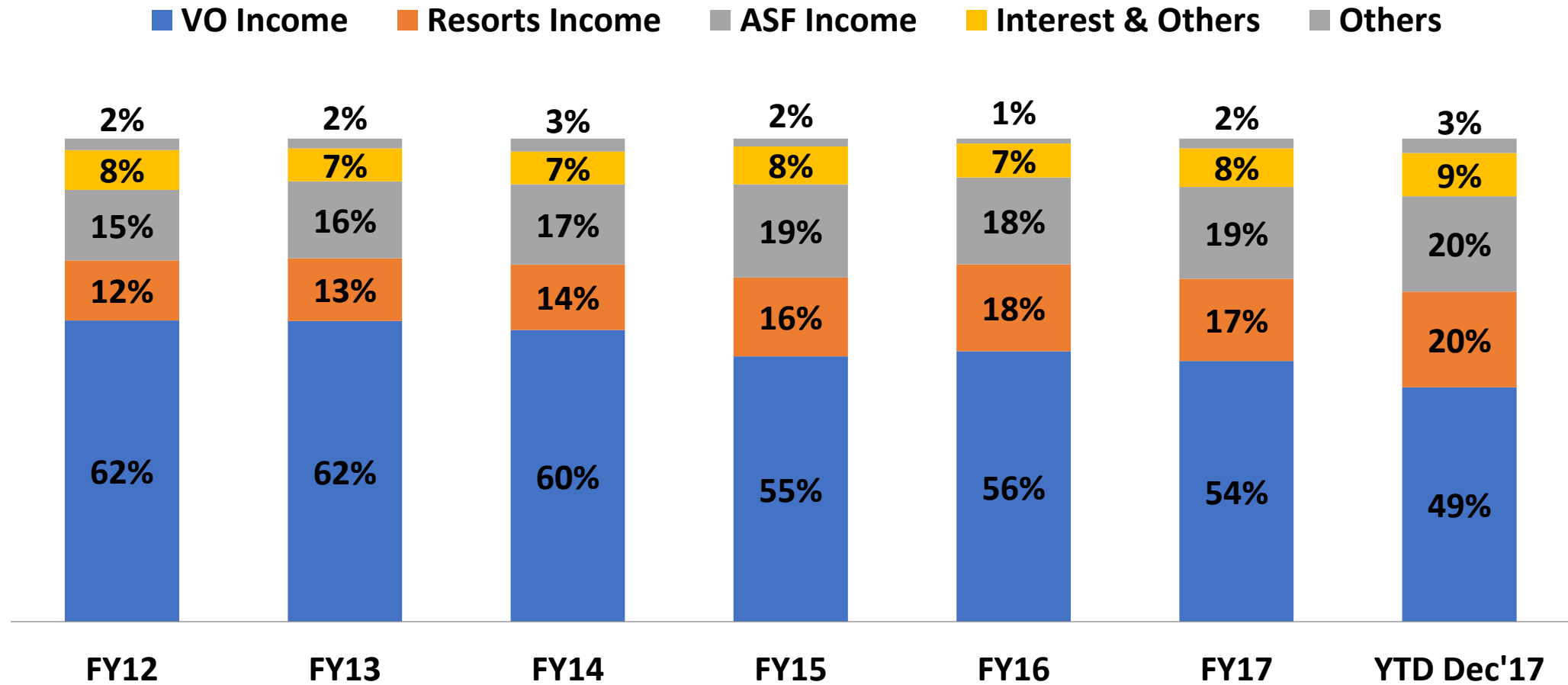
+11% CAGR*



* CAGR from FY10 to FY17

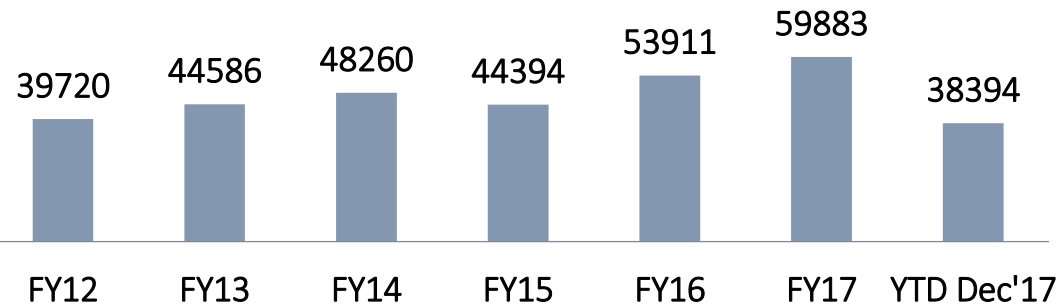
Financial Performance Trend



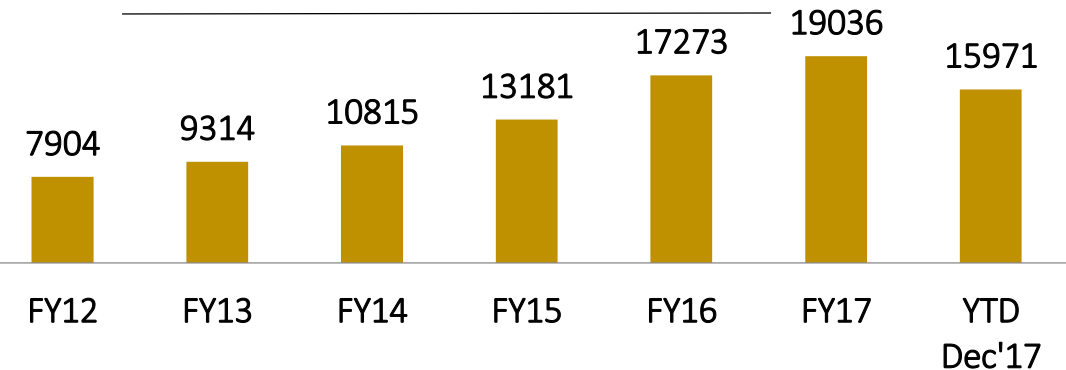


Consistent Financial Performance

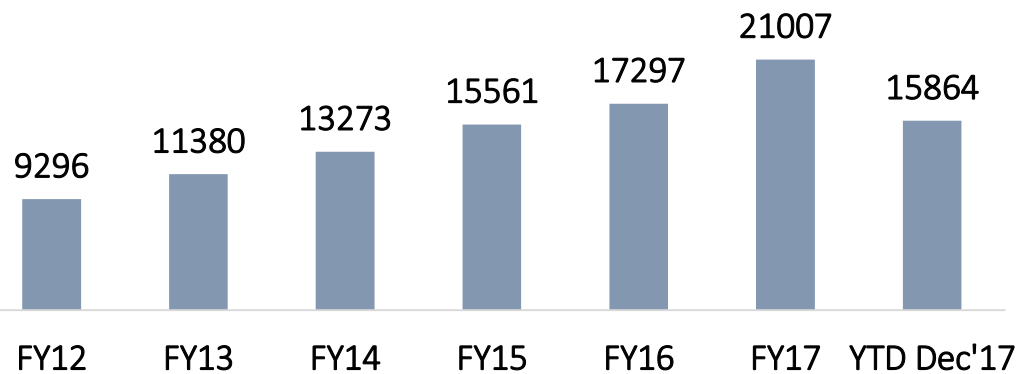
Income from VO (in Lacs)
+9% CAGR



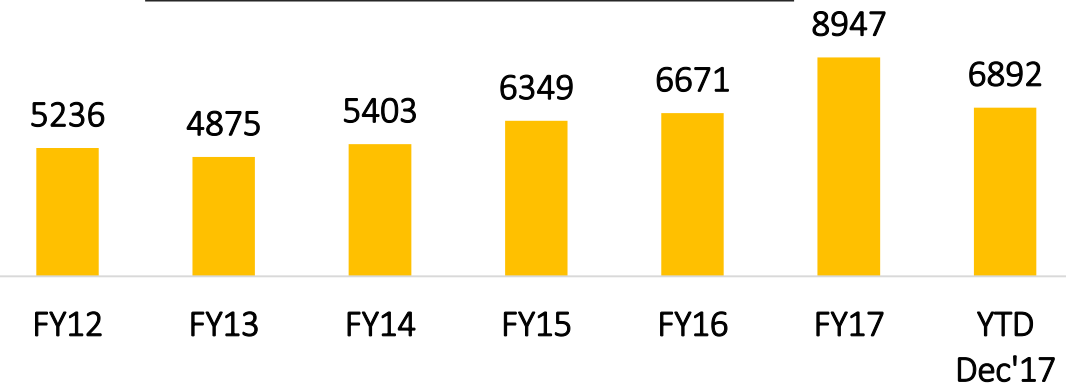
Income from Resorts (in Lacs)
+19% CAGR



Income from ASF (in Lacs)
+18% CAGR

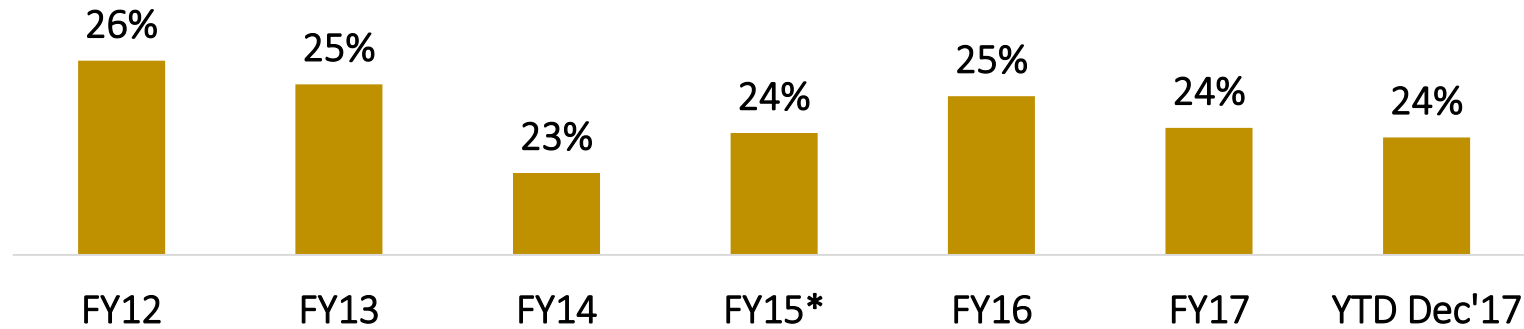


Interest & Other Income (in Lacs)
+11% CAGR

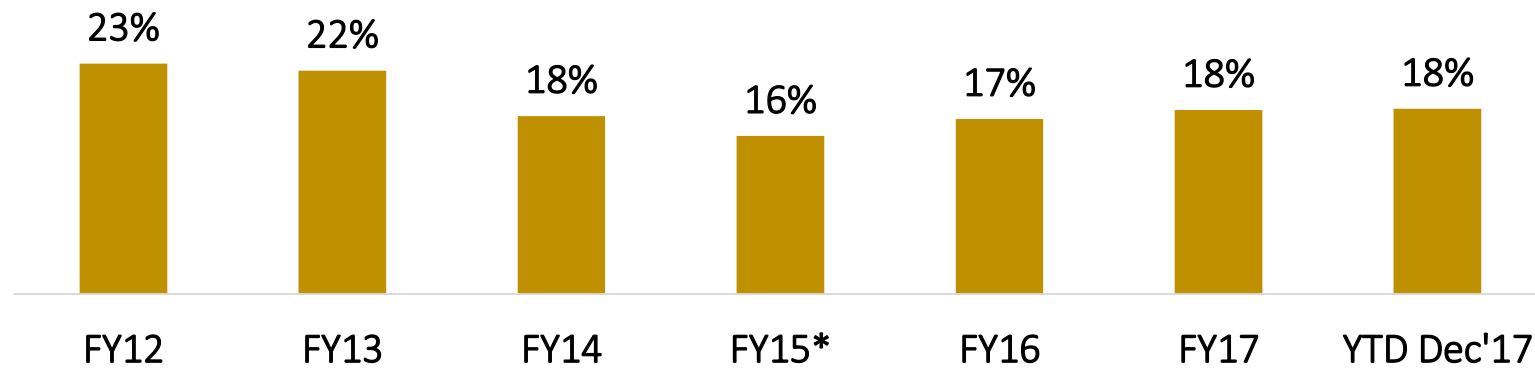


Consistent Financial Performance

EBITDA (% of total income)



PBT (% of total income)



* Before exceptional item

- Total income at Rs 272.5 Crores vs. Rs 274.8 Crores in Q3'17
- PAT at Rs 31.7 Crores vs. Rs 35.7 Crores in Q3'17
- Added 4,194 members during the third quarter, 2018
- Cumulative member base at 229,643

Key indicators (no.)	Q3 FY 18	Q2 FY 18	Q3 FY 17	YOY
New Member - added	4194	3,705	4,436	-5.5%
Cumulative Members	~229K	~225K	~211K	

(All figures in Rs. Lakhs)

Key indicators	Q3 FY 18	Q2 FY 18	Q3 FY 17	YOY
Income	27,257	25,198	27,480	-0.8%
Expenses	22,319	20,316	21,949	1.7%
Profit before Tax (PBT)	4,938	4,882	5,531	-10.7%
Profit after Tax (PAT)	3,176	3,170	3,572	-11.1%

Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q3 FY 18	Q2 FY 18	Q3 FY 17	YOY
Income from sale of VO	13,404	11,816	14,392	-6.9%
ASF	5,430	5,420	5,192	4.6%
Resort Income	5,608	4,636	5,197	7.9%
Others	2,312	2,463	2,271	1.8%
Income from operation	26,754	24,335	27,052	-1.1%
Non operating income	503	863	428	17.5%
Total Income	27,257	25,198	27,480	-0.8%

Resort Details	Q3 FY 18	Q2 FY 18	Q3 FY 17	YOY
No of Resorts	53	53	46	-
No of Rooms (units)	3,362	3,302	3,004	11.9%
Occupancy %	85%	81%	85%	-
ARR (in Rs)	4,505	4,108	4,811	-6.4%

(All figures in Rs. Lakhs)

Resort Income	Q3 FY 18	Q2 FY 18	Q3 FY 17	YOY
Room	1,117	873	935	19.5%
F&B	3,445	2,906	3,328	3.5%
Holiday Activity & Others	1,046	857	934	12.0%
Total	5,608	4,636	5,197	7.9%

Profit & Loss Statement (Standalone)

(All figures in Rs. Lakhs)

Particulars	Q3 FY 18	Q2 FY 18	Q3 FY 17
Income from operations	26,754	24,335	27,052
Non-operating income	503	863	428
Total income	27,257	25,198	27,480
Employee expenses	6,095	5,470	5,726
Finance Cost	1	1	1
Depreciation	1,348	1,413	1,541
Sales & Marketing Expenses	5,427	4,705	5,933
Rent	2,743	2,551	2,128
Other expenses	6,705	6,176	6,620
Total expenditure	22,319	20,316	21,949
Profit Before Tax (PBT)	4,938	4,882	5,531
Profit After Tax (PAT)	3,176	3,170	3,572

Thank you

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