

January 25, 2021

MHRIL/SE/20-21/89

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

Scrip Code: MHRIL

Department of Corporate Services **BSE Limited** Floor 25, PJ Towers, **Dalal Street** Mumbai - 400 001 Scrip Code: 533088

Dear Sir/ Madam,

#### Sub: Presentation on the Financial Results for the quarter ended December 31, 2020

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), please find enclosed a presentation on the Financial Results of the Company for the quarter ended December 31, 2020 to be made to the Investors / Analysts.

The aforesaid presentation is also being hosted on the website of the Company, www.clubmahindra.com in accordance with Regulation 46 of the SEBI Listing Regulations.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Mahindra Holidays & Resorts India Limited

Dhanraj Mulki

General Counsel & Company Secretary

Encl: As above







# Mahindra Holidays & Resorts India Limited

Q3 FY'21 Investor Presentation 25<sup>th</sup> January 2021

Club Mahindra Ashtamudi, Kerala





This presentation may contain 'forward looking statements' within the meaning of applicable laws and regulations. Investors are cautioned that 'forward looking statements' are based on certain assumptions, which Mahindra Holidays & Resorts India Limited considers reasonable at this time and our views as of this date and are accordingly subject to change. Actual results might differ substantially or materially from those expressed or implied. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise. Future results, performance and achievements may be affected by general economic conditions, regulatory environment, business conditions, changes in statutes and operating risks associated with the vacation ownership / hospitality industry and other circumstances and uncertainties. No representation / assurance is given by the Company as to achievement or completeness of any idea and / or assumptions.

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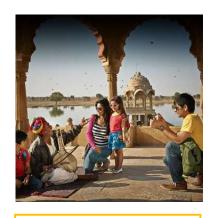
## Contents



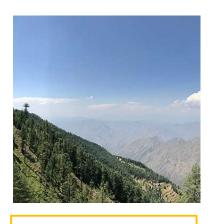
Unique & Resilient Business Model



Leadership Position in Vacation Ownership



Q3 FY'21 Results Update

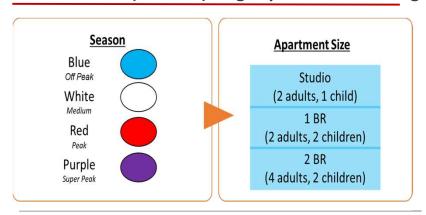


Holiday Club Resorts, Finland



### **Business Model**

#### **Club Mahindra (CMH 25) Flagship Product Offering**



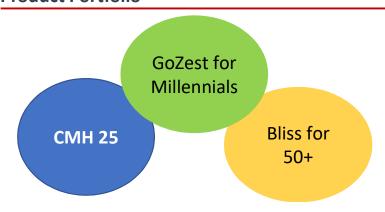
#### Target Profile of CMH 25 Member



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

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

#### **Product Portfolio**



#### **Strategic Priorities**

**Grow Member Base** 

**Create Marquee resorts in unexplored destinations** 

Drive Operational Efficiency

Strengthen & Leverage Brand

**Member Engagement** 

Maximize Lifetime Value of members



### Sales Network and Revenue & Cost Model

#### **Sales Network**

- 120+ branch offices, sales offices & channel partners
- Leads generated through Digital route, Referrals,
   Alliances, On-ground Events/Activities, Campaigns

#### **Cost Model**

ASF funds maintenance, renovation of resorts & member servicing

#### **Revenue Model**

- Vacation Ownership Income
  - Admission Fee
  - Entitlement Fee
  - Income from Upgrades
- Annual Subscription Fee
- Interest on Instalments

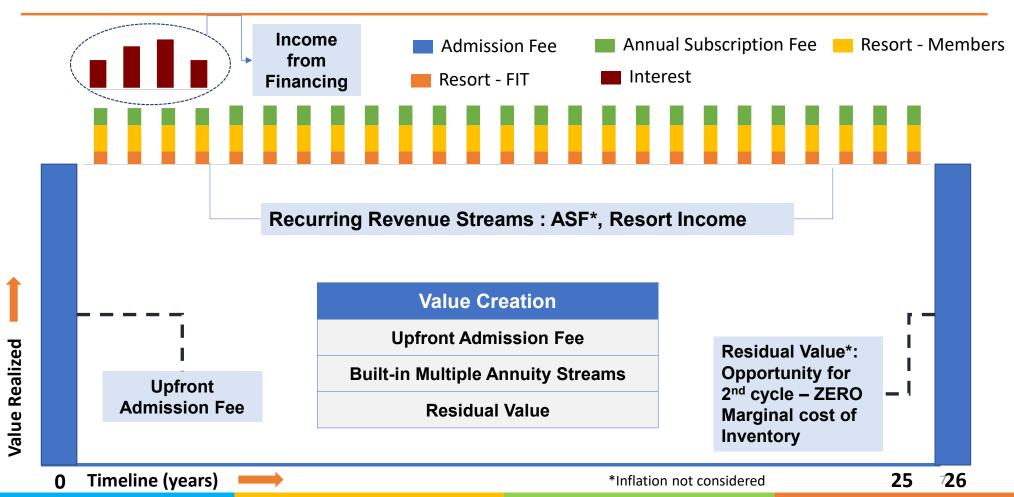
- Resort Income
  - Room
  - F&B
  - Holiday Activity
  - Spa & Wellness



## Unique & Resilient Business Model



### Resilient Business Model







#### Strong and Resilient Business model

- Cumulative member base of 2,63,000+ generates multiple annuity revenue streams
  - Vacation Ownership Income
  - Annual Subscription Fee
  - Resort Income

#### Predictability of Revenue streams

- VO Income (Growing VO income from Deferred Revenue)
- Track record of consistently high Occupancy (80%+) ensures resort revenue growth
- Growing Annual Subscription Fees (ASF) revenues from growing cumulative member base
- Strong balance sheet (Robust operating cash flows will support growth in room inventory without taking recourse to debt)
  - Deferred Revenue of over Rs 5,300 Crs
  - Regular Cash flows
  - Zero Debt
- Focus on experience ecosystem, technology and analytics, innovation in customer acquisition will help grow member base going forward



## Unique Business Model - Strong Balance Sheet



Rs. 5,388 Cr

Income earned and deferred as per INDAS 115, this will be recognized over the tenure of membership



Rs. 848 Cr

This together with
Accounts
receivables book of
Rs 1,585 Crs
provided the
company a liquidity
in excess of Rs
2,000 Cr.



**Zero debt** 



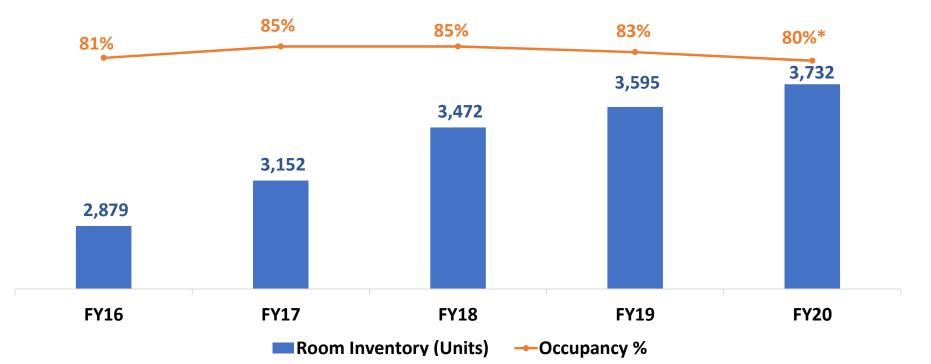
Rs. 2,129 Cr\*

Assets of Rs. 1,145 Cr

\*Excluding IND AS 116 ROU Asset



## Unique Business Model - Consistently High Occupancy



<sup>\*</sup>Resort Occupancies in Q4 FY20 were adversely impacted due to Covid.



## New Resorts launched this Quarter



Arookutty Resort, Alleppey - 82 rooms



Jaipur Resort - 72 rooms.



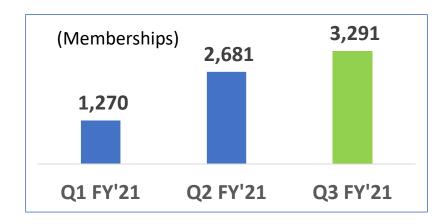


## **Operating Performance**



## Member Acquisition

Improvement in Member acquisition quarter on quarter...



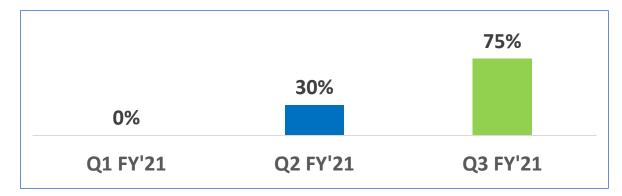
- During the start of the pandemic (Apr-20), customer acquisition moved to virtual selling.
- Member engagement activity ("Heart to Heart") also moved from offline to Digital.
- Customer acquisition through digital and referrals is the key Focus area.

Referral & Digital contribution is at an all time high at 56% in Q3 FY'21.



## Resort Performance





<sup>\*</sup>Occupancies as a % of operational room inventory

#### **Resort Income**

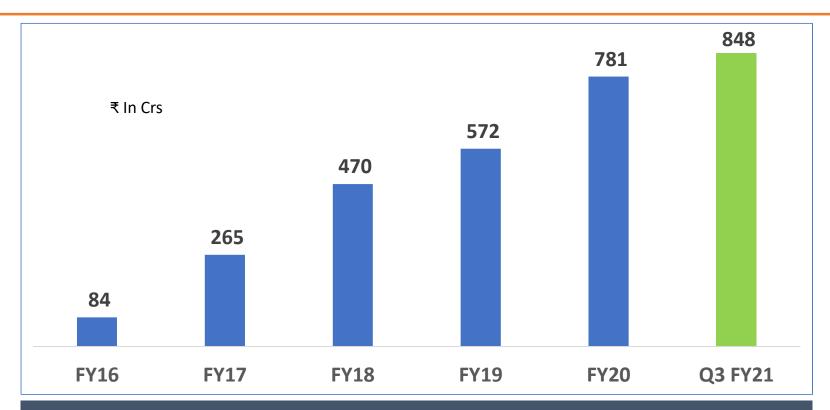
₹ In Crs



Resort Occupancy has bounced back to 85% in the month of Dec-20.



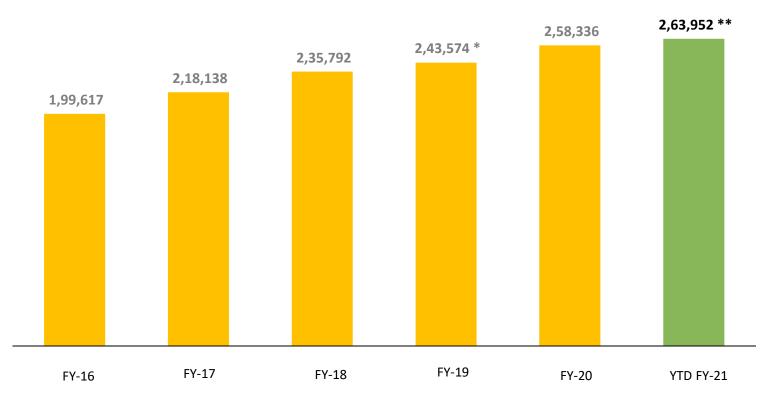
## Cash position



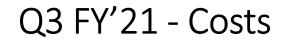
- Strong Cash Position continues.
- Continuing with planned Capital investments in two ongoing projects at Goa & Ashtamudi, Kerala.



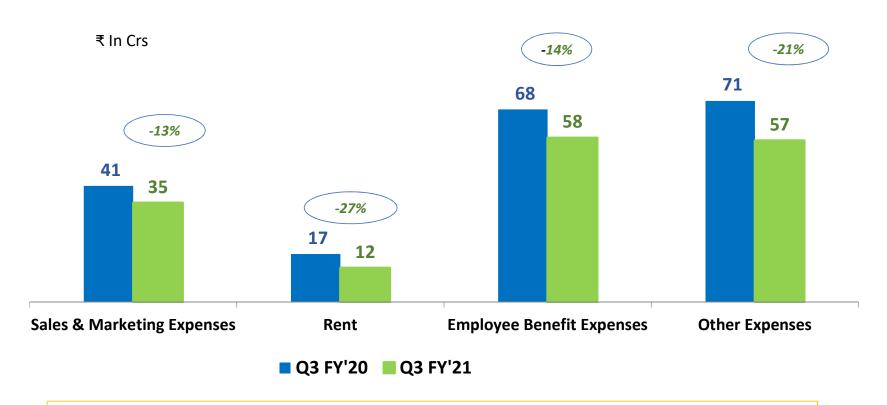
## **Cumulative Member Base**



- \* Net of one-off cancellation of 9,556 overdue members in Q4 FY-19.
- \*\* Member additions have been adversely impacted by COVID in YTD FY-21.







Significant cost saving measures have resulted in total cost reduction by 17% YoY.



## Leadership Position in Vacation Ownership



## Leadership Position in Vacation Ownership

#### **Trusted Brand**

-Most Popular Resort Chain (2018) - India's Favorite Resort Chain (2017) Choice of
60 Domestic resorts
& 51 International
resorts

2.63 Lakh+ Member base

Track record of over two decades

Inventory
exchange program for our Club
Members with 192
Partner Hotels/ Resorts across
100 Destinations in India &
Abroad

Member Engagement through the journey of 25 years

Significant Recurring
Income streams/Revenue
Visibility



## **Resort Diversity**

#### **Hill Stations**

- Naldehra, Kandaghat, Manali, Dharamshala, Mashobra
- Kanatal, Binsar, Mussoorie, Naukuchiatal, Rishikesh
- Srinagar
- Gangtok, Baiguney, Namchi, Kalimpong, Darjeeling
- Mahabaleshwar, Lonavala, Hatgad
- Ooty, Kodaikanal, Yercaud, Coorg, Munnar, Thekkady, Wayanad
- Punakha, Paro Bhutan

#### Wildlife

- Corbett
- Gir
- Kanha
- Bandhavgarh
- Thekkady

#### Beaches

- Varca, Emerald Palms, Acacia Palms -Goa
- Ganpatipule
- Diu
- Cherai
- Puducherry
- Pattaya, Phuket
- Colombo

#### Cities

- Ahmedabad, Nadiad
- Bengaluru
- Kochi
- Dubai
- Kuala Lumpur
- Singapore
- Bangkok

#### Forts & Heritage

- Kumbhalgarh, Udaipur, Jaisalmer, Jodhpur, Jaipur
- Dwarka
- Hampi, Mysuru
- Khajuraho
- Agra

#### Backwaters

- Ashtamudi
- Poovar
- Arookutty –Alleppey



## Member Engagement

#### **Dreamscapes**

- Wide variety of in-city experiences especially curated for members
- 2800+ experiences available in 60 cities

#### Heart-to-Heart

 In-city meets include leisure & edutainment activities for members

#### **Curated Vacations**

 Festivals & theme-based vacation experiences for members at attractive prices

#### **Exchange Program**

- Creating choice of destinations for members for a Fee (192 Partners Hotels across 100 destinations)
- Exchange of room nights for stays at reputed hotel chains in India & abroad

#### **Cruise Experiences**

- Preferential pricing & room night exchange for cruise experiences
- Available on popular cruising routes in South Asia and South East Asia

#### Mobile App

- Mobile app has become preferred platform of engagement for members
- Use of Analytics for personalised recommendations

#### Video/Social Media

- Created video content on our resorts, offerings & experiences
- Increasing Social Media presence for engagement, positive online sentiment & faster complaint resolution

#### **Resort Campaigns**

 Curating special itineraries with activities & events in resorts.





## Club Mahindra Safe Stay Program

## Best in class "Covid Safe" protocols implemented at our Resorts



- We have partnered with the top facility management services company, working with hospitals, for creating safety & hygiene guidelines. We have created AV communication for our members covering all safety & hygiene actions taken at our resorts.
- We have partnered with Bureau Veritas, a global leader in Testing, Inspection and Certification of 'Covid Safe' protocols.

## Club Mahindra #SafeStay

#### **Contactless Hospitality**

 Implemented contactless service delivery at check in, check out, use of digitized menus, online payments etc at our resorts

#### **Regular Sanitization**

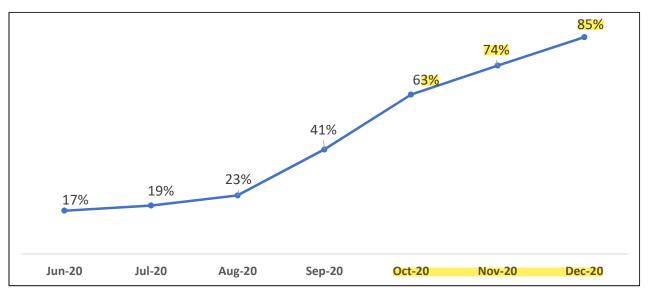
- High touch surfaces are cleaned with increased frequency.
- Common areas and back of the house areas are frequently sanitized.

#### **Resort Experience**

- Re-aligned spaces and services in restaurants to ensure social distancing
- Re-engineered menus with in-room dining services



## Occupancy Movement



Occupancy as a % of Operating Room inventory

We have observed increase in overall occupancy month on month from **17% in June-20 to 85% in Dec-20** with the state travel restrictions & inter state movement being eased off.

## Travel with Confidence Offerings



- Members can get Covid test @ home
- Covid Insurance cover for members
- Travel Insurance cover for members
- Free seat selection, meals + flexible cancelation on Airline bookings

- Chauffer driven sanitized car rentals
- Car sanitization
   packages through
   Mahindra First Choice
- Exclusive Self Driven car deals



Diagnostic Labs



Covid Insurance



Mahindra First
Choice



Existing Club M
Select offering



Zoom Car Rental





# Member Engagement & Safety

## **Re-Opening Phase**

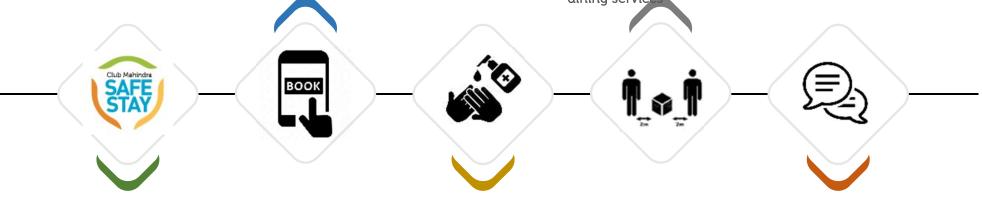


#### Contactless Service

 Contactless touchpoints introduced through mobile app to minimize human interaction

#### Resort Experience

- Re-aligned spaces and services in restaurants
- New Resort experience & thematic evenings introduced
- Re-engineered menus with in-room dining services



#### Safe Stay

- Partnered with Bureau Veritas for Covid Safe Protocols
- TravelWithConfidence: Pre-Travel Exclusive Offers introduced for our Members

#### Regular Sanitization

- Cleaning process entails protocol & guidelines mandated by WHO.
- High touch surfaces are cleaned with increased frequency

#### Communication

 Transparent communication on safety measures and protocols to reassure guests about our services

## **Engagement Activities at the Resort**













### **Social Media Mentions**





Vidhi Aurora - Club Mahindra



"The stay was amazing the food is delicious and the ambiance is nice chef farhaan made wonderful food

And dear sachin was very kind and helpful everything's gr8 had a wonderful stay at the club Mahindra Udaipur and also himanshu sir is very helpful do visit"

Read less .



Rakhi Naidu > Club Mahindra

12 Oct - 🔾







## **Awards**

29 of our resorts have won the TripAdvisor Travellers' Choice Award for 2020, and 4 have been selected as 'Best of the Best'.





#### **Awards & Accolades**









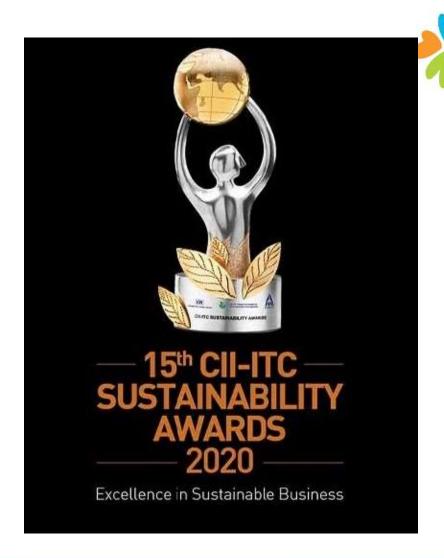
Aug'20 - Club Mahindra wins Bronze for '#21DaysOfFamilyMoments'. - Campaign India

#### **Awards & Accolades**

CII-ITC Sustainability Awards 2020

Excellence in Sustainable Business

- MHRIL received 'Commendation for Significant Achievement in Corporate Excellence'.
- Mahindra Holidays was the only Corporate to receive 'Excellence in Biodiversity' for implementing measures for conservation and sustainable management of biodiversity and ecosystem services in the value chain at Madikeri Resort, Coorg.







## Financial Performance Q3 FY'21



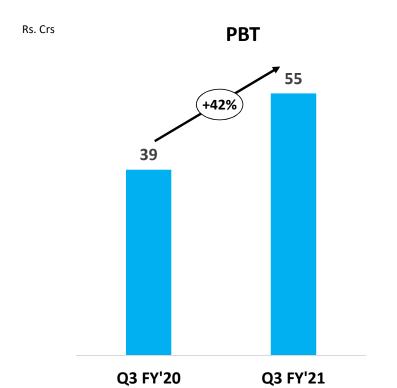
## Q3 FY'21 Performance Trend

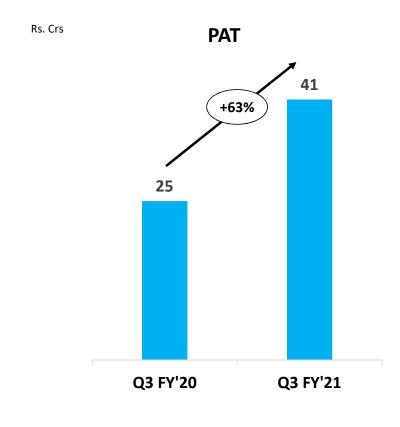


<sup>\*</sup>Resort Income has improved month on month and grown significantly from Q2 FY'21 at Rs 7 Cr to Rs 45 Cr in Q3 FY'21.



## Q3 FY'21 Profit Growth







#### Income Break Up – Q3 FY'21

Rs. In Lakhs	Quarter ended				
Total Income	Q3 FY'21	Q3 FY'20	YoY Gr		
Income from Vacation Ownership	8,878	8,547	3.9%		
ASF	7,500	7,469	0.4%		
Interest & Others	1,820	2,562	-29.0%		
Non-Operating Income	1,587	1,492	6.4%		
Income From Lease Rent waivers	343	-			
Total Income other than Resort Income	20,128	20,070			
Resort Income *	4,459	6,646	-32.9%		
Total Income	24,587	26,716	-8.0%		

<sup>\*</sup>Resort Income has improved month on month and grown significantly from Q2 FY'21 at Rs 7 Cr to Rs 45 Cr in Q3 FY'21.



## Profit & Loss Statement – Q3 FY'21

Rs. In Lakhs		Quarter ended				
Particulars	Q3 FY'21	Q3 FY'20	YoY Gr			
Revenue from Operations	22,657	25,224	-10.2%			
Non-Operating Income	1,587	1,492	6.4%			
Income From Lease Rent waivers	343	-				
Total Income	24,587	26,716	-8.0%			
Employee Benefit Expenses	5,842	6,799	-14.1%			
Sales & Marketing Expenses	3,544	4,073	-13.0%			
Rent	1,231	1,683	-26.9%			
Other Expenses	5,669	7,146	-20.7%			
Total Expenditure	16,286	19,701	-17.3%			
EBITDA	8,301	7,015	18.3%			
EBITDA Margin %	33.8%	26.3%				
Finance Cost	301	419	-28.2%			
Depreciation	2,505	2,730	-8.2%			
Profit Before Tax (PBT)	5,495	3,866	42.1%			
PBT Margin %	22.3%	14.5%				
Tax Expenses	1,433	1,371	4.5%			
Profit after Tax (PAT)	4,062	2,495	62.8%			

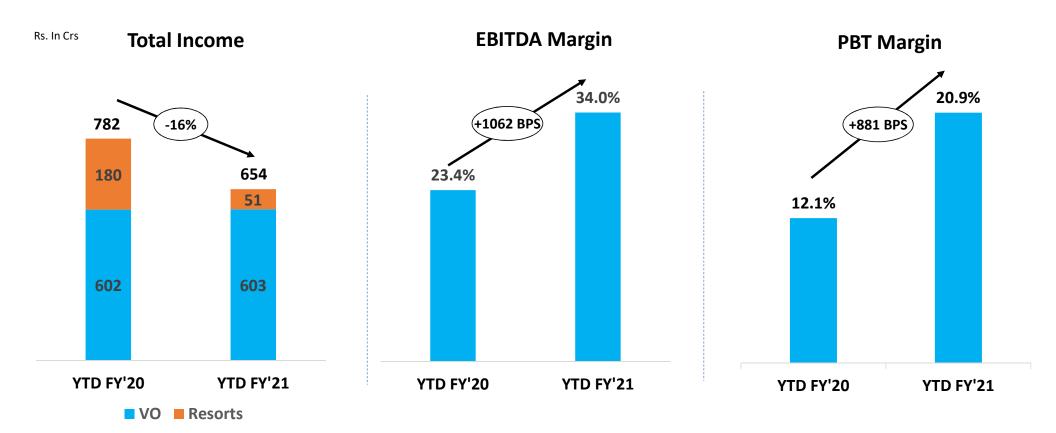




# Financial Performance YTD FY'21

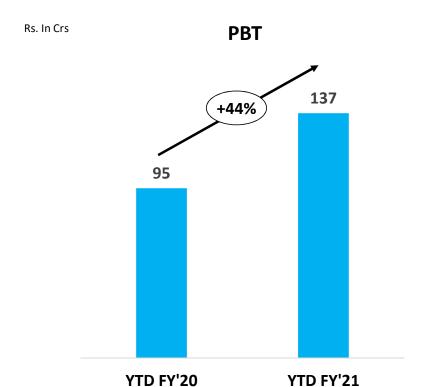


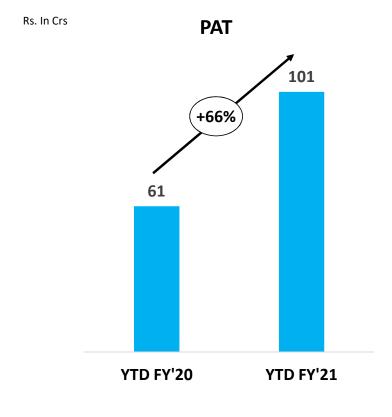
#### YTD FY'21 Performance Trend





#### YTD FY'21 Profit Growth







## Income Break Up – YTD FY'21

Rs. In Lakhs	Nine months ended				
Total Income	YTD FY'21	YTD FY'20	YoY Gr		
Income from Vacation Ownership	25,638	25,794	-0.6%		
ASF	22,334	21,575	3.5%		
Interest & Others	5,832	8,324	-29.9%		
Non-Operating Income	4,255	4,527	-6.0%		
Income From Lease Rent waivers	2,212	-			
Total Income other than Resort Income	60,271	60,220			
Resort Income	5,133	17,940	-71.4%		
Total Income	65,404	78,160	-16.3%		



#### Profit & Loss Statement – YTD FY'21

Rs. In Lakhs	Nir	Nine months ended				
Particulars	YTD FY'21	YTD FY'20	YoY Gr			
Revenue from Operations	58,937	73,633	-20.0%			
Non-Operating Income	4,255	4,527	-6.0%			
Income From Lease Rent waivers	2,212	-				
Total Income	65,404	78,160	-16.3%			
Employee Benefit Expenses	18,191	20,211	-10.0%			
Sales & Marketing Expenses	8,811	13,860	-36.4%			
Rent	3,508	5,124	-31.5%			
Other Expenses	12,628	20,655	-38.9%			
Total Expenditure	43,138	59,850	-27.9%			
EBITDA	22,266	18,310	21.6%			
EBITDA Margin %	34.0%	23.4%				
Finance Cost	991	1,229	-19.4%			
Depreciation	7,574	7,592	-0.2%			
Profit Before Tax (PBT)	13,701	9,489	44.4%			
PBT Margin %	20.9%	12.1%				
Tax Expenses	3,588	3,389	5.9%			
Profit after Tax (PAT)	10,113	6,100	65.8%			



#### Summarized Balance Sheet

Rs. in Lakhs		
Description	As at 31 Dec 2020	As at 31 March 2020
ASSETS		
Property, Plant and Equipment	2,12,913	2,08,178
Right of Use Asset (IND AS 116)	13,294	17,427
Trade receivables	1,58,480	1,68,188
Cash and cash equivalents (regrouped)	84,762	78,073
Deferred Tax (Net)	21,259	24,836
Other Assets	1,25,692	1,22,828
	6,16,400	6,19,530
LIABILITIES		
Shareholders Equity	13,292	13,292
Other equity	=5,=5=	
Reserves & Surplus	81,329	70,984
Revaluation Reserve	73,759	73,759
Other Comprehensive Income	(182)	(148)
Transition Difference	(1,40,272)	(1,40,272)
	27,926	17,615
Deferred Revenue		
VO	5,22,235	5,37,137
ASF	16,546	14,736
Lease Liability (IND AS 116)	14,557	18,726
Other Liabilities	35,136	31,316
	6,16,400	6,19,530

#### Notes:

1. Balance sheet figures are regrouped for presentation purpose.



# **HCRO**

We Create and Sell Dream Holidays

## Figures of the Resorts

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25
1,140
1,916
629
25
8
8
2
3
1



#### Key Facts

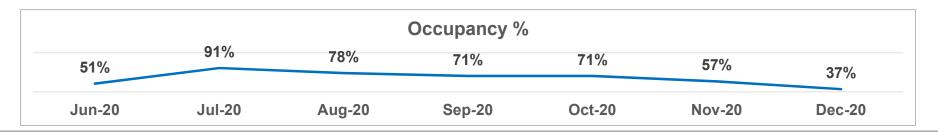
- Holiday Club Resorts is the largest vacation ownership company in Europe and the leading leisure travel company in Finland
- A total of 33 resorts 25 in Finland, 2 in Sweden, 6 in Spain (5 in Gran Canary, 1 in Costa del Sol)
- Mahindra Holidays owns 100% of HCR Oy
- ~62,000 families and over 1,300 companies own HCR timeshare
- Over 1 million guests visit Holiday Club Spa hotels annually
- 55% timeshare related income, 45% Spa hotel related income

# Holiaay Lab

#### COMMENTS Q3 FY20-21

- HCRO had turned around in Q2 FY21 and delivered positive PBT for the quarter, as a result of increased occupancies, improved Timeshare Sales and effective cost control measures. This trend continued well into Oct 20.
- However, the business has been adversely impacted by second Covid wave in November & December 2020.
- Finnish Government has extended the restrictions on entry into Finland till 9<sup>th</sup> February'21. Sweden & Spain borders are still closed.
- Due to the strict regulations imposed by the Finnish government; Christmas & New Year celebrations have been impacted.
- The Lapland area of Finland, where tourism relies on international tourists flying in to meet Santa Claus, see the Northern Lights or take a snowmobile safari, has seen visitor numbers plummet.
- Restriction on International tourists, lack of business conferences/ events has impacted the operating performance in Q3.

Occupancies have been adversely impacted as illustrated in the table below:





#### Turnover: Q3 2020-21

Euro Mn

Particulars	Quarte	er ended	Nine months ended		
Particulars	Q3 FY'21	Q3 FY'20	YTD FY'21	YTD FY'20	
Timeshare	8.99	10.51	21.60	32.22	
Spa Hotels	10.88	18.15	34.45	54.25	
Renting	5.76	4.28	8.61	8.04	
Real Estate Management	1.73	1.62	5.01	4.94	
Villas	3.07	6.36	5.94	18.86	
Other Income	0.14	0.10	0.31	0.15	
Total	30.56	41.03	75.92	118.46	

- HCRO has earned a revenue of 30.56 M€ in Q3 FY21 as compared to 41.03 M€ in Q3 FY20 down by 26% YoY.
- Due to the second Covid wave, Spa hotel revenue fell by 40% in Q3 FY'21 as restaurants were severely hit and water activities, Spa were closed.
- Timeshare & Renting businesses have done well despite second Covid wave.

Nos are as per FAS Accounts

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#### P&L Q3 2020-2021

Euro Mn

Particulars	Quarte	rended	Nine months ended	
	Q3 FY'21	Q3 FY'20	YTD FY'21	YTD FY'20
Turnover	30.56	41.03	75.92	118.46
Operating Profit / (Loss)	-1.57	1.16	-4.76	4.35
Less: Depreciations and impairments	1.37	1.42	4.07	4.32
(Add)/Less Financial (income) and expenses	0.23	0.17	0.63	0.58
Profit / (Loss) before Tax	-3.17	-0.43	-9.46	-0.55
Add/ (Less) : Minority Share + Associate Share	0.00	0.27	0.73	0.46
Add/ (Less) : Taxes	0.63	-0.01	1.96	-0.03
Profit / (Loss) after Tax	-2.54	-0.17	-6.77	-0.12

Significant cost control measures have been taken which resulted in reduction of 7.74 M€ during Q3 FY21, a 19% reduction YoY.

Nos are as per FAS Accounts

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## **QoQ Trends FY 2020-2021**

#### Euro Mn

	EV/04					
Particulars	FY'21					
	Q1 FY'21	Q2 FY'21	Q3 FY'21	YTD FY'21		
Turnover	12.75	32.61	30.56	75.92		
Operating Profit / (Loss)	-5.10	1.91	-1.57	-4.76		
Less: Depreciations and impairments	1.35	1.35	1.37	4.07		
(Add)/Less Financial (income) and expenses	0.19	0.21	0.23	0.63		
Profit / (Loss) before Tax	-6.64	0.35	-3.17	-9.46		
Add/ (Less) : Minority Share + Associate Share	0.45	0.28	0.00	0.73		
Add/ (Less) : Taxes	1.41	-0.08	0.63	1.96		
Profit / (Loss) after Tax	-4.78	0.55	-2.54	-6.77		

Nos are as per FAS Accounts







# Financial Performance Consolidated



## Segment Revenue

#### Rs. In Lakhs

Particulars	Quarter ended		Nine months ended	
rai liculais	Q3 FY'21	Q3 FY'20	YTD FY'21	YTD FY'20
- MHRIL	24,764	26,977	65,399	78,995
- HCRO	26,836	33,213	69,571	1,00,864
Total Segment Revenue	51,600	60,190	1,34,970	1,79,859
- Others	(96)	(215)	136	113
Revenue from Operations	51,504	59,975	1,35,106	1,79,972



## Segment Profitability (PBT)

#### Rs. In Lakhs

Particulars	Quarte	Quarter ended		Nine months ended	
	Q3 FY'21	Q3 FY'20	YTD FY'21	YTD FY'20	
- MHRIL	5,354	3,921	13,472	9,616	
- HCRO	(3,098)	(628)	(8,008)	201	
PBT before Ind AS 116 & Consolidation adjustments	2,256	3,293	5,464	9,817	
- Ind AS 116 Impact	(155)	(461)	(667)	(1,378)	
Segment Results	2,101	2,832	4,797	8,439	
- Forex Gain/ (Loss)	(705)	(1,069)	(2,477)	(1,193)	
- Others	(699)	(330)	(989)	(1,218)	
Total Segment Results	697	1,433	1,331	6,028	



#### Consolidated Profit & Loss Statement

Rs. In Lakhs

Particulars	Quarte	ended ended	Nine months ended	
Particulars	Q3 FY'21	Q3 FY'20	YTD FY'21	YTD FY'20
Income from Operations	48,915	58,826	1,26,455	1,75,526
Non-Operating Revenue	2,589	1,149	8,651	4,446
Total Income	51,504	59,975	1,35,106	1,79,972
Cost of vacation ownership weeks	5,222	7,391	14,375	27,529
Employee benefits expense	13,304	14,991	37,143	43,567
Other expenses	22,908	27,642	56,236	77,979
Operational EBITDA	10,070	9,951	27,352	30,897
Operational EBITDA %	19.6%	16.6%	20.2%	17.2%
Finance costs	2,752	2,111	6,418	6,440
Depreciation	6,621	6,407	19,603	18,429
Profit/(Loss) before tax	697	1,433	1,331	6,028
Tax Expenses	764	1,229	1,758	3,303
Profit/(Loss) after tax	(67)	204	(427)	2,725

#### Highlights Q3 FY'21

- Operational EBITDA is at Rs 100.70 Crs & margin has improved by 296 bps YoY.
- VO business model is more resilient than traditional hospitality sector.





# Thank You!