



Mahindra Holidays & Resorts India Limited

Q1 FY18
Investor Presentation
Aug 02, 2017

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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

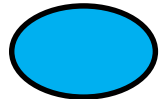
- Good Living, Happy Families.

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

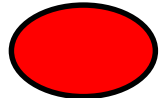
Blue
Off Peak



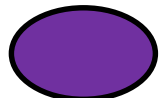
White
Medium



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

As we hit the 20

Member Base

222,050

Occupancy

89%

CAPS

53%

Inventory

3207

Resorts

50

Sales Location

115



Some Accolades

Travelers Choice Awards-
Tripadvisor



India's Favorite Resort Chain-
HolidayIQ



GRAND WINNER

Best Social Media brand –
Hospitality – Social Samosa



Mahindra Holidays – GPTW
Certified



27 – RCI Gold Crown Resorts



Resort Diversity

Hill Stations

- Manali, Shimla, Naldhera, Srinagar
- Dharamshala, Kanatal, Binsar
- Mussoorie, 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

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

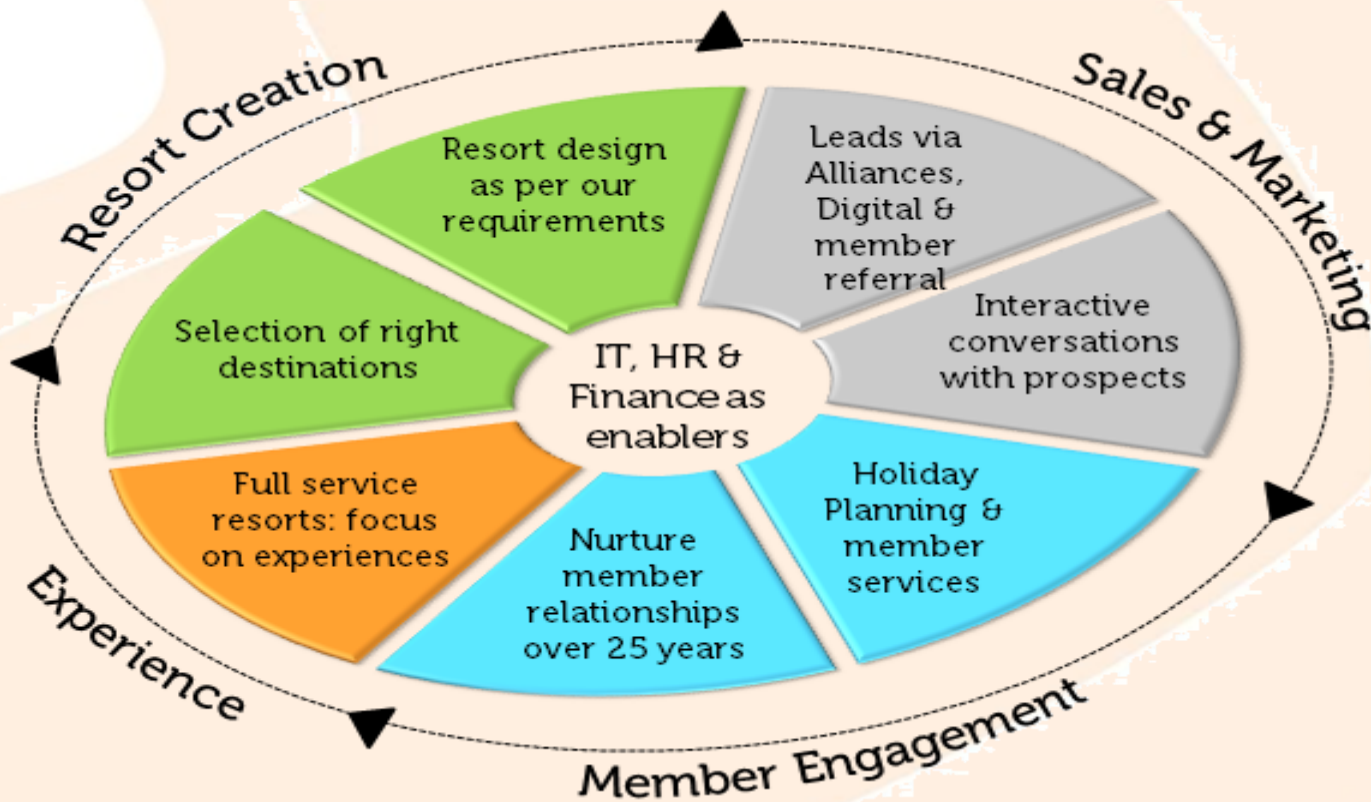
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

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

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

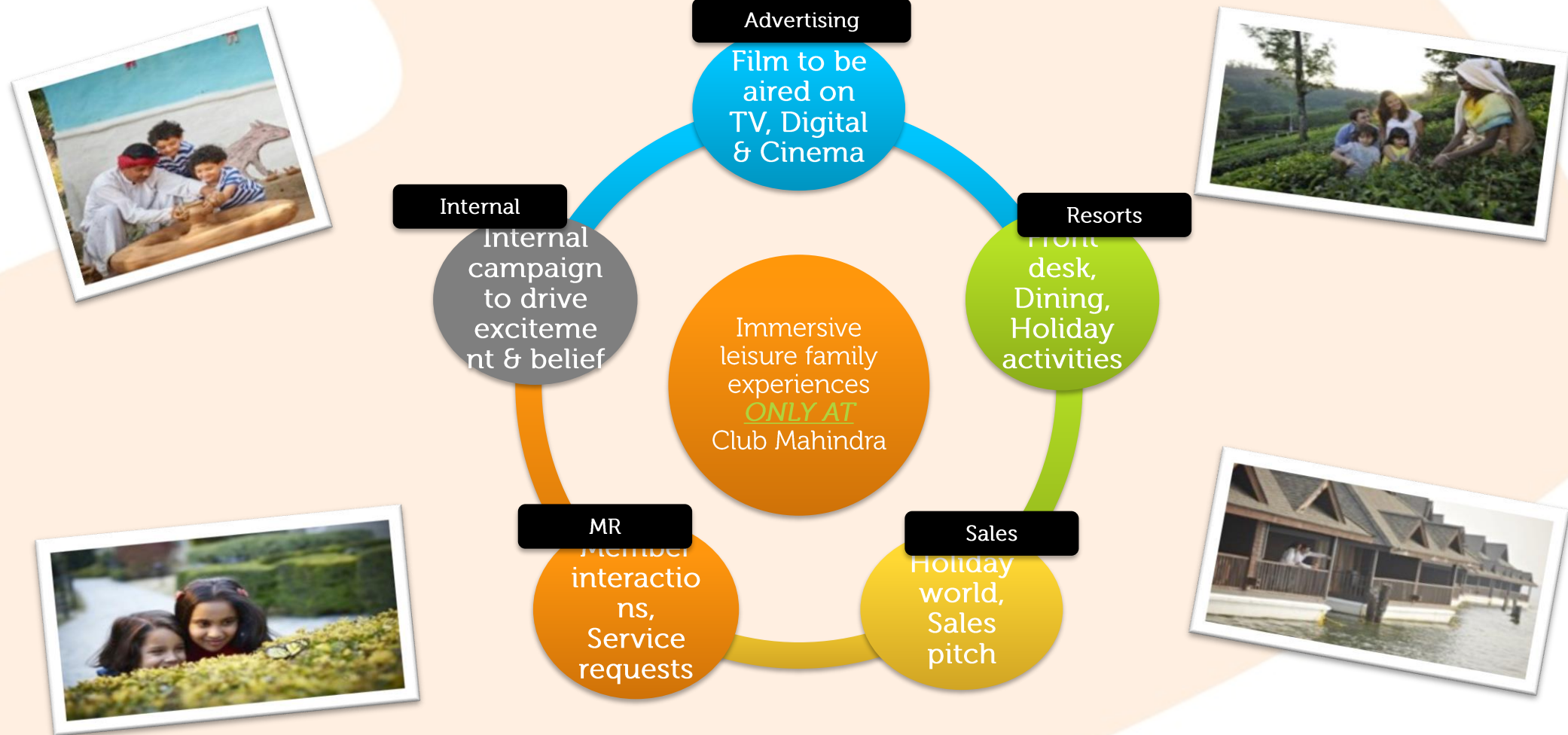
Our Proposition different from conventional VO

Fully Integrated Value Chain



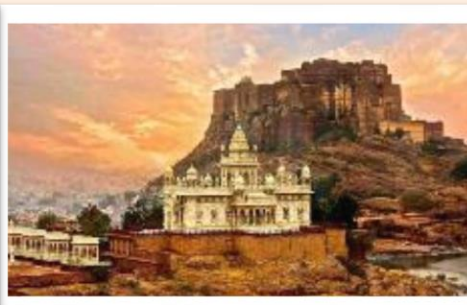
Brand Campaign bringing to life what

The family can experience 'ONLY AT' Club Mahindra



Rajasthan Heritage Trails

- Heritage Trails 'Only at Club Mahindra'
- Rajasthan known for its history & magnificent monuments resonates Heritage
- Participating resorts-Udaipur, Kumbalgarh, Jodhpur, Jaisalmer and Jaipur
- The event had immersive holiday experiences inside and around the resort.
- The duration: 15th April to 31st May



Glimpses of Heritage Trails



Rajasthani traditional welcome, Folk performances, Pottery, Puppetry, Mewar Food Festival, Unique Dining experience and much more

World Family Day - Highlights

9th May to 22nd May

20 insertions in
Mumbai, Delhi,
Bangalore &
Hyderabad

Over 180
spot/integrations
on Radio Mirchi in
Mumbai, Delhi &
Bangalore

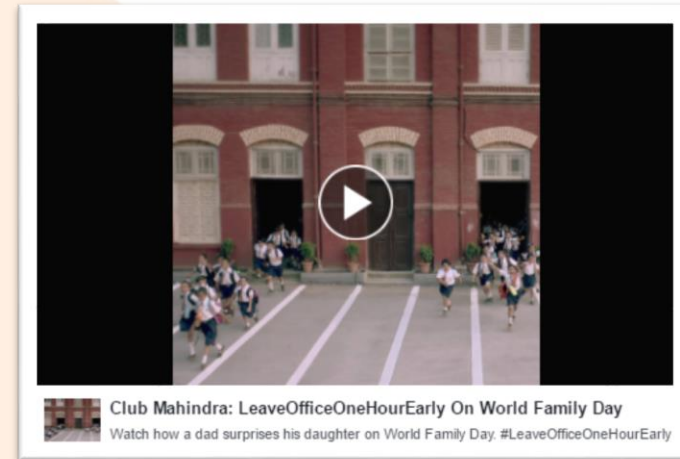
3094 member
families enjoyed
World Family Day
at our resorts

316 family
portraits shot,
e-mailed and
displayed on a
special microsite

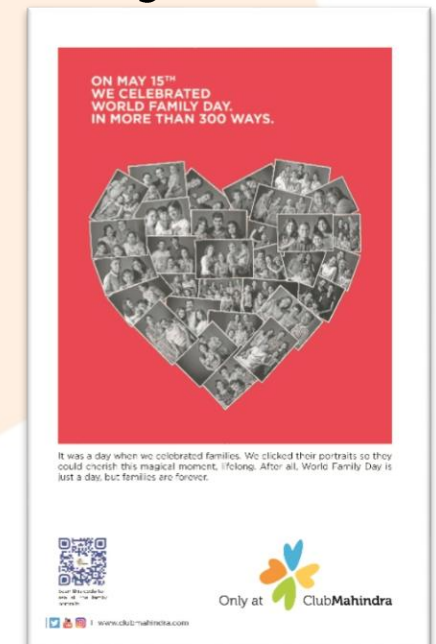
Digital film -
21 million
display
impressions, 2
million views

86% increase in
brand queries &
higher favorability
than AirBnB

Behind the scenes
video on FB
Reached 2,50,000
people 1,36,000
views



Digital film



Press ad



India's Favorite Resort Chain

Press Campaign in 10 markets

Campaign reach through digital campaigns– **273 million**

0.35 million click through website at 1.3% CTR (**3X** higher than industry standards)





50th
Resort

NALDHERA, Pristine Peaks

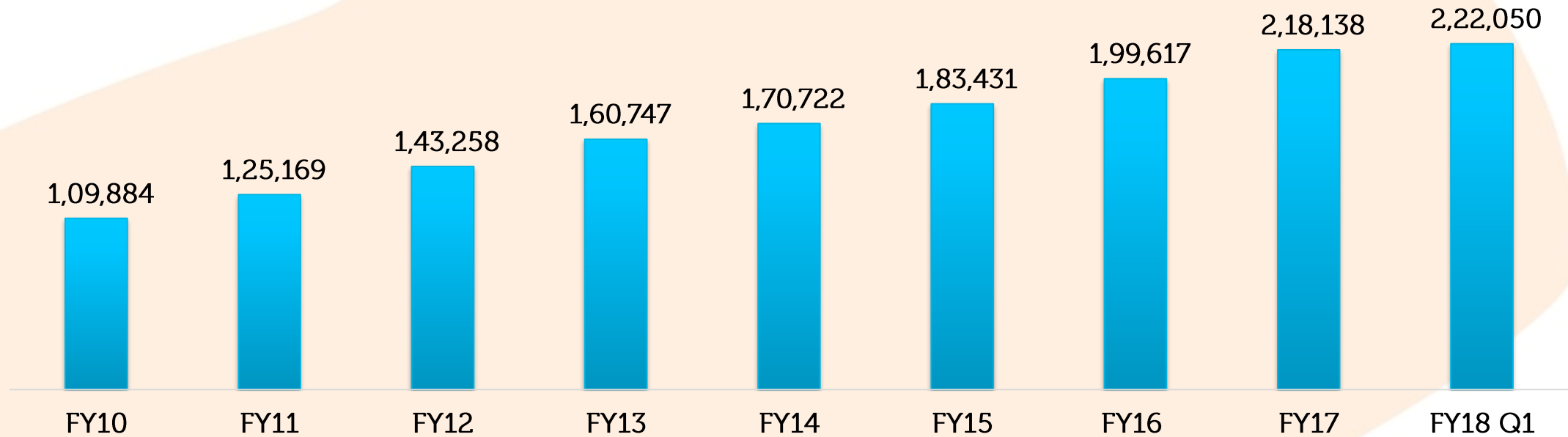


- Situated at 7,500ft alt, is the untouched hill of Himalayas – Naldhera
- Majestic British era architecture
- Located 21kms from Shimla
- Next to renowned golf course



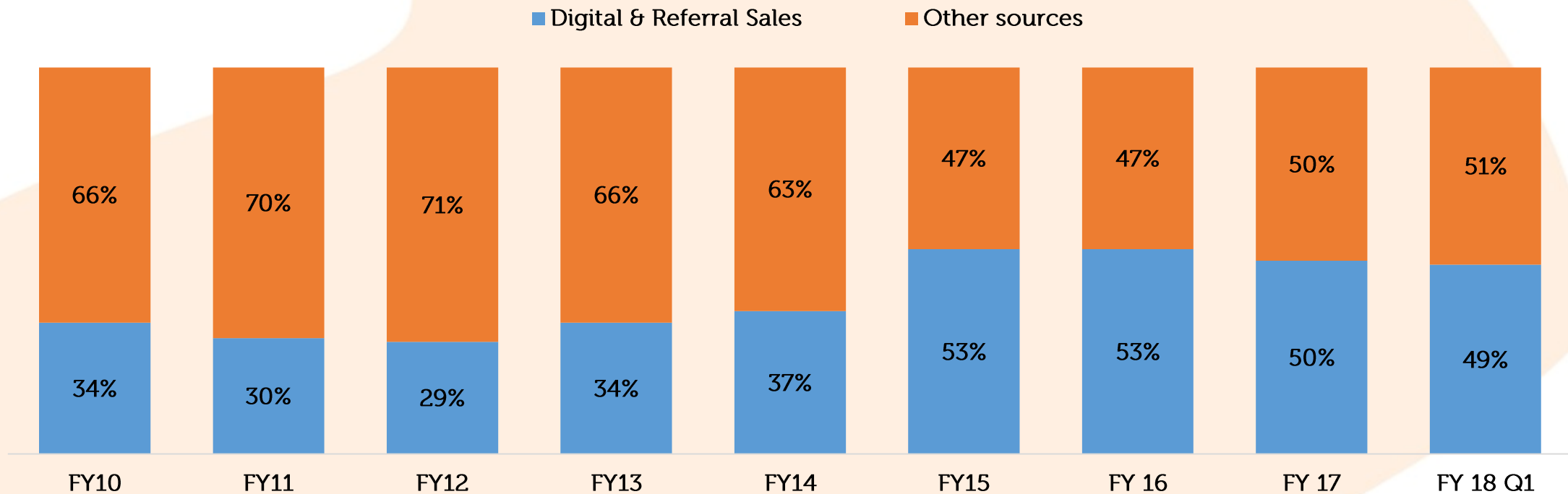
FY 18 Q1 Business Update

Consistent Increase in Member Base



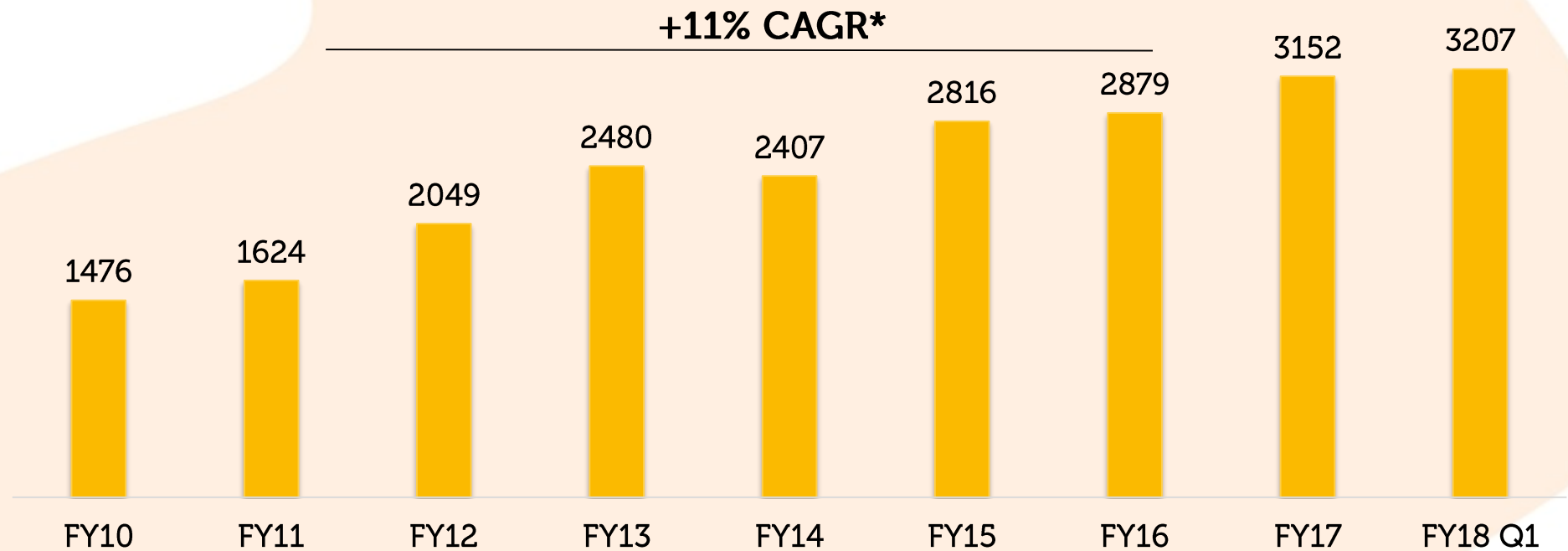
Growth through Digital & Referrals

Sales Mix by source of lead



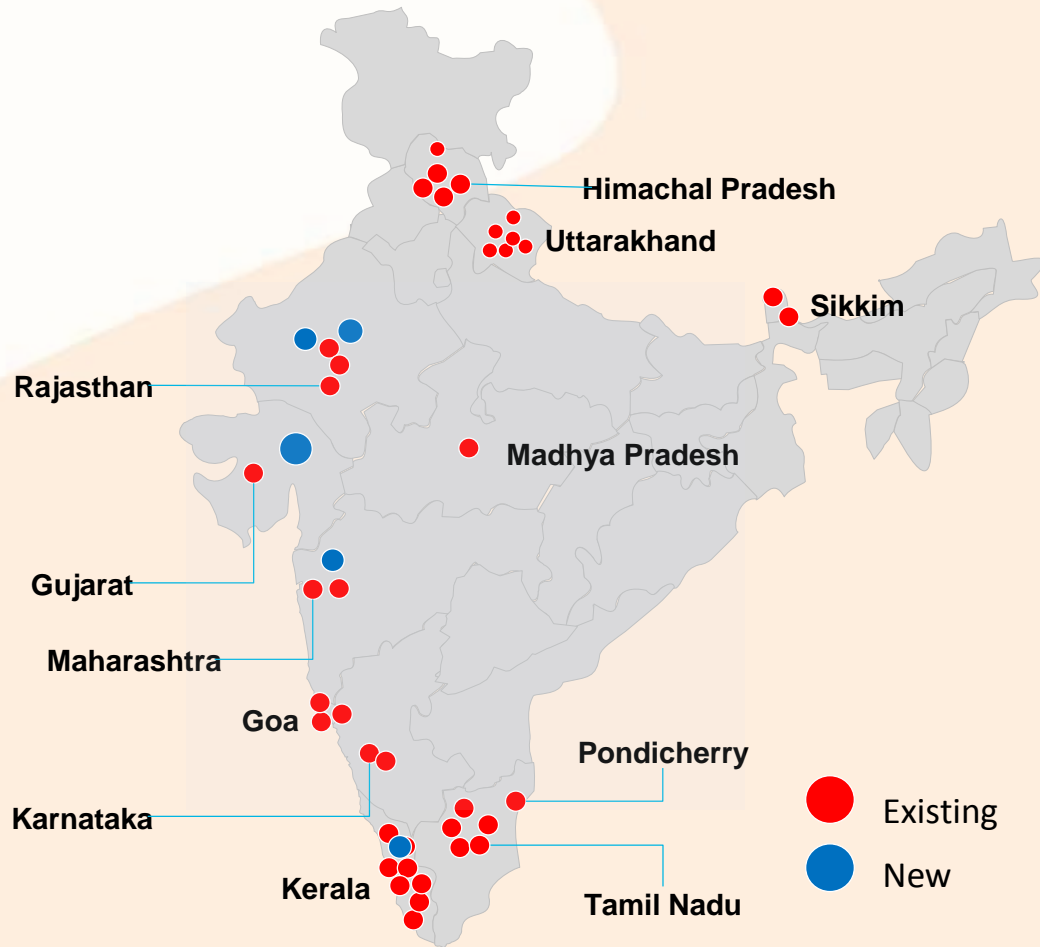
Ensuring Healthy Inventory Addition

Cumulative Inventory (Number of Units)



* CAGR from FY10 to FY17

50 resorts Across India and Abroad



Resort footprint

Inventory Addition in Q1FY18 - 55 rooms

- Naldhera – 55 units

International Destinations

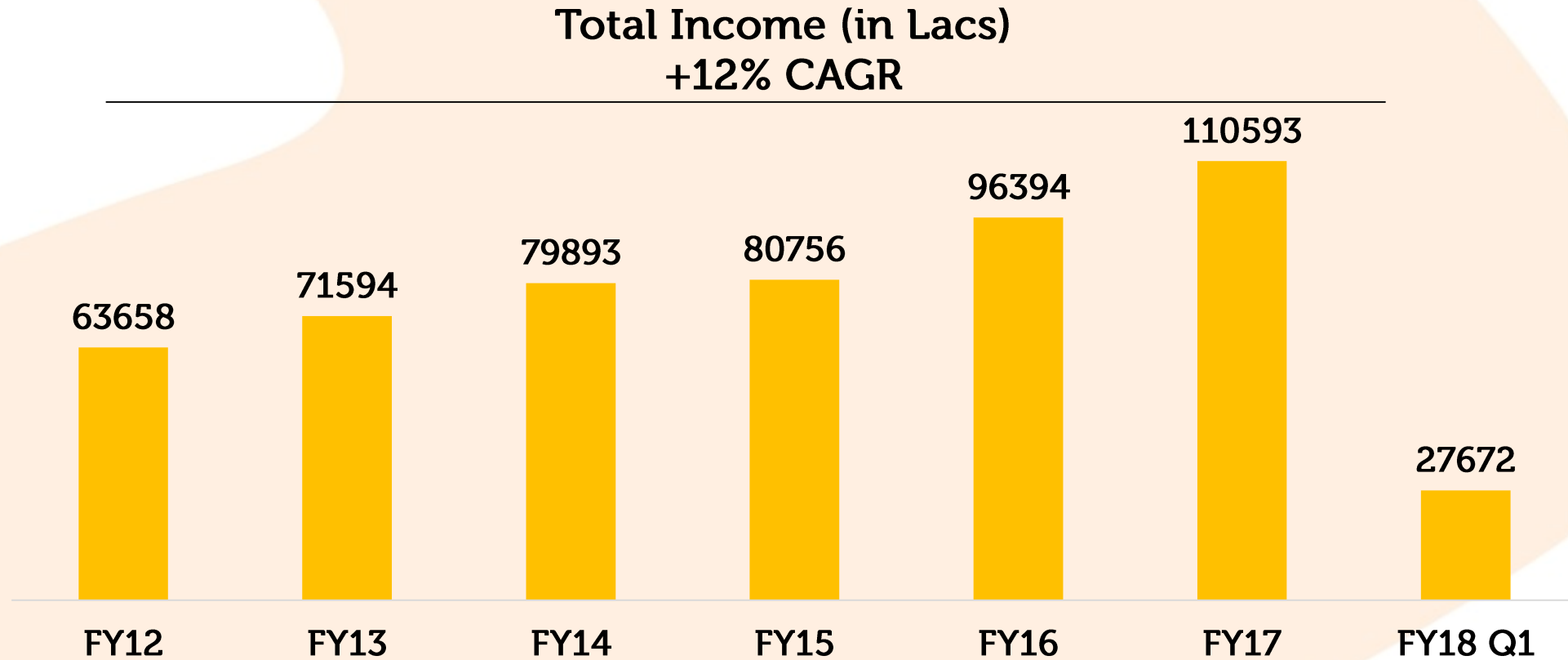
- Malaysia
- Thailand
- Dubai
- Austria

Planned Expansion

- Planned Inventory Addition – Approximately 600 rooms
 - Naldehra: Around 110 Units
 - Asanora: 250 units
 - Ashtamudi : 100 units
 - Kandaghat: 150 units
- Planned Investment – Approximately 600 Crores

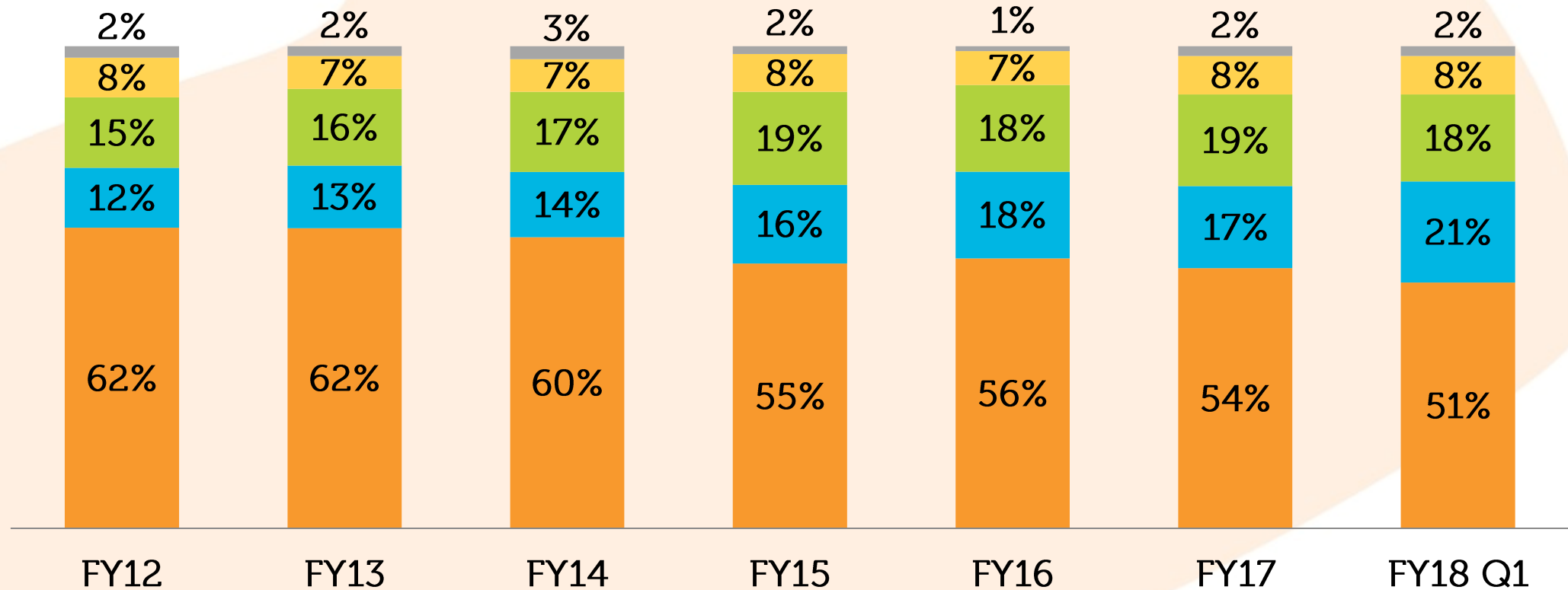
Financial Performance Trend

Total Income

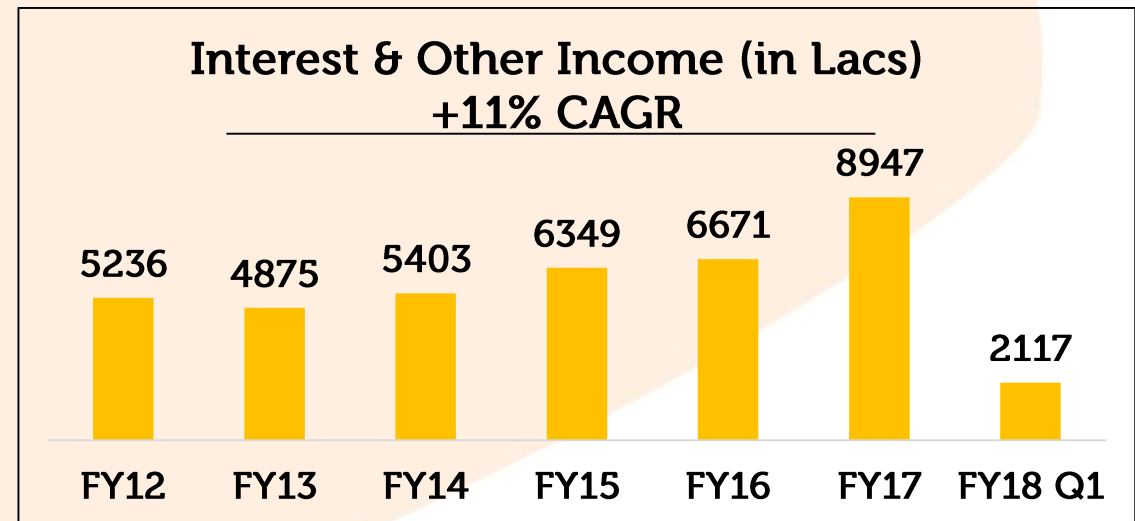
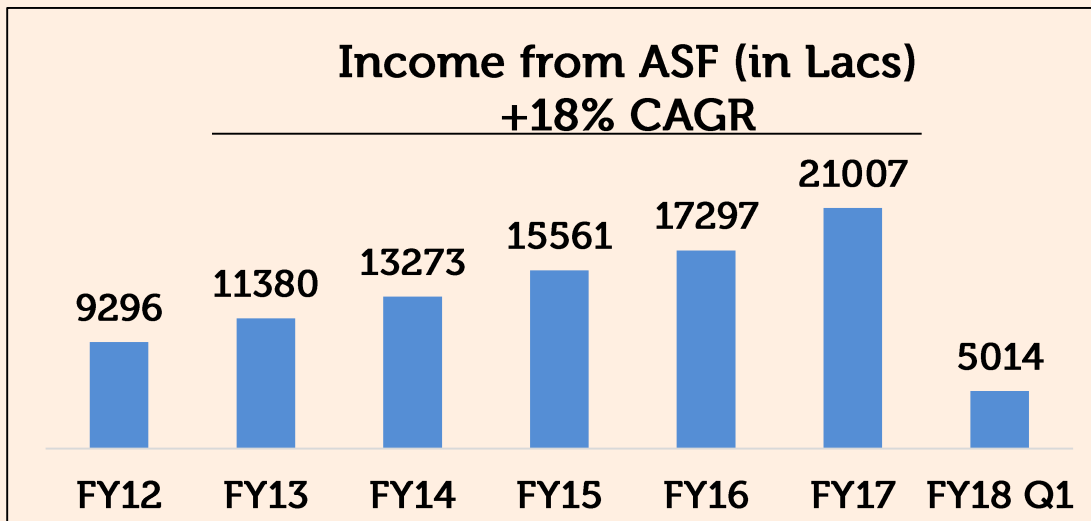
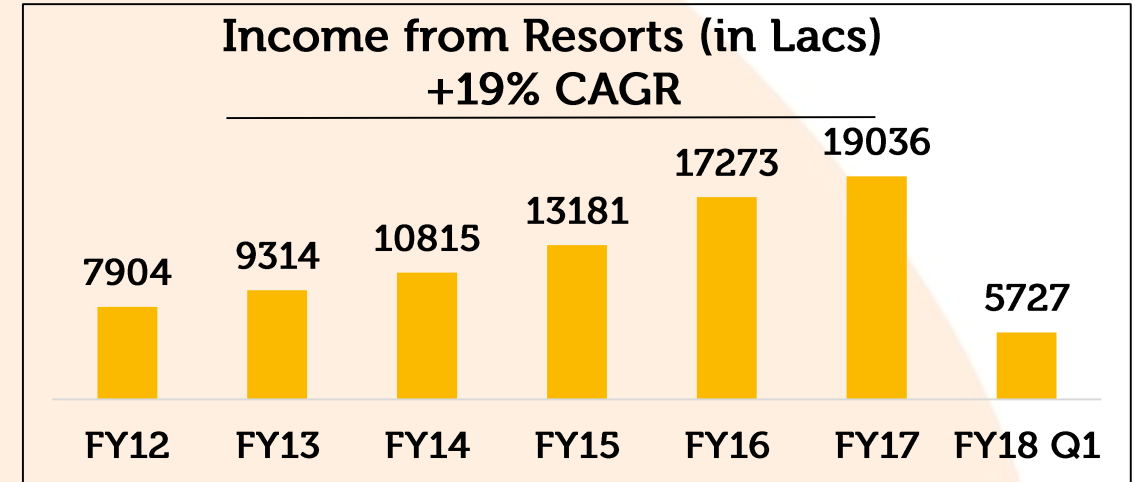
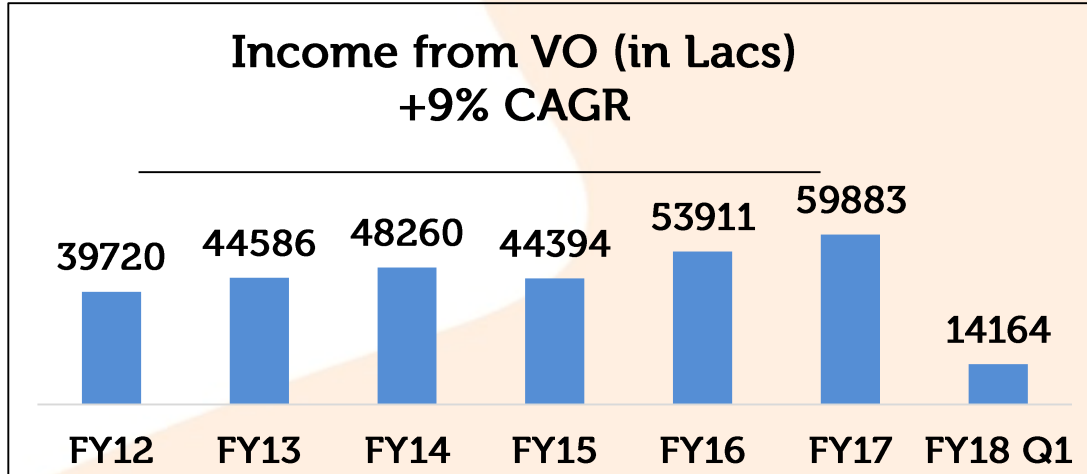


Revenue Mix

VO Income Resorts Income ASF Income Interest & Others Others

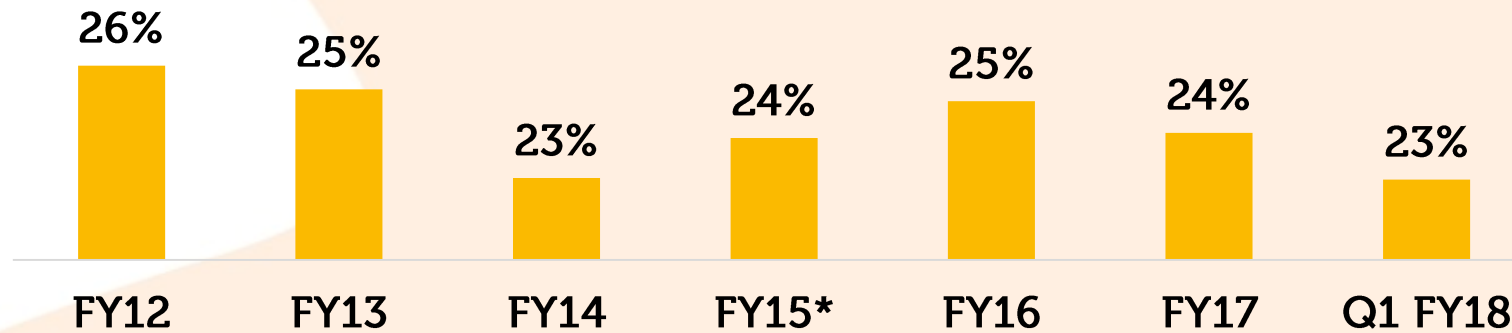


Consistent Financial Performance

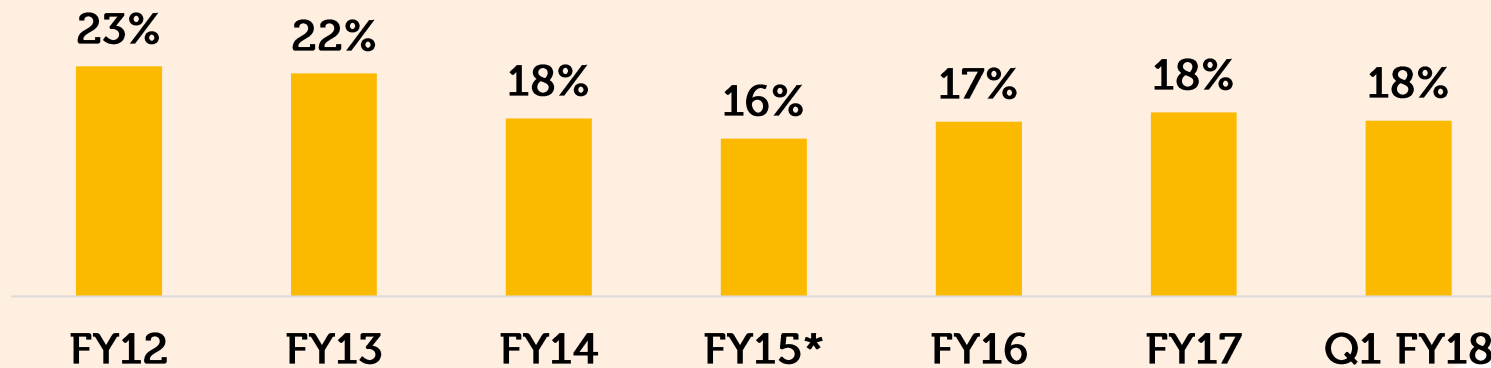


Consistent Financial Performance

EBITDA (% of total income)



PBT (% of total income)



* Before exceptional item

Q1 FY18 Highlights

- Total income at Rs 276.72 Crores vs. Rs 253.94 Crores in Q1'17
- PAT at Rs 32.34 Crores vs. Rs 30.24 Crores in Q1'17
- Added 4,005 members during the quarter which is 10.3% higher than previous year additions of 3,630
- Cumulative member base at 222,050

Key indicators (no.)	Q1 FY 18	Q1 FY 17	YOY
New Member - added	4,005	3,630	10.3%
Cumulative Members	~222K	~203K	

(All figures in Rs. Lakhs)

Key indicators	Q1 FY 18	Q1 FY 17	YOY
Income	27,672	25,394	9.0%
Expenses	22,720	20,712	9.7%
Profit before Tax (PBT)	4,952	4,682	5.8%
Profit after Tax (PAT)	3,234	3,024	6.9%

Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q1 FY 18	Q1 FY 17	YOY
Income from sale of VO	14,164	12,416	14.1%
ASF	5,014	5,283	-5.1%
Resort Income	5,727	5,189	10.4%
Others	2,117	2,079	1.8%
Income from operation	27,022	24,967	8.2%
Non operating income	650	427	52.2%
Total Income	27,672	25,394	9.0%

Resort Details

Resort Details	Q1 FY 18	Q1 FY 17	YOY
No of Resorts	50	46	8.7%
No of Rooms	3,207	3,004	6.8%
Occupancy %	89%	89%	-
ARR (in Rs)	4,976	4,953	0.5%

(All figures in Rs. Lakhs)

Resort Income	Q1 FY 18	Q1 FY 17	YOY
Room	1,080	1,021	5.7%
F&B	3,585	3,201	12.0%
Holiday Activity & Others	1,062	967	9.8%
Total	5,727	5,189	10.3%

Profit & Loss Statement (Standalone)

(All figures in Rs. Lakhs)

Particulars	Q1 FY 18	Q1 FY 17
Income from operations	27,022	24,967
Non-operating income	650	427
Total income	27,672	25,394
Employee expenses	6,287	4,905
Sales & Marketing expenses	5,306	5,760
Depreciation	1,427	1,503
Rent	2,547	1,973
Other expenses	7,152	6,571
Interest expenses	1	-
Total expenditure	22,720	20,712
Profit Before Tax (PBT)	4,952	4,682
Profit After Tax (PAT)	3,234	3,024

Thank you

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