

# ClubMahindra

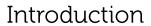
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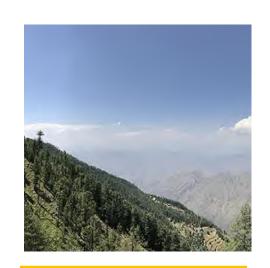
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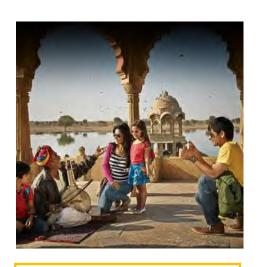
## Summary







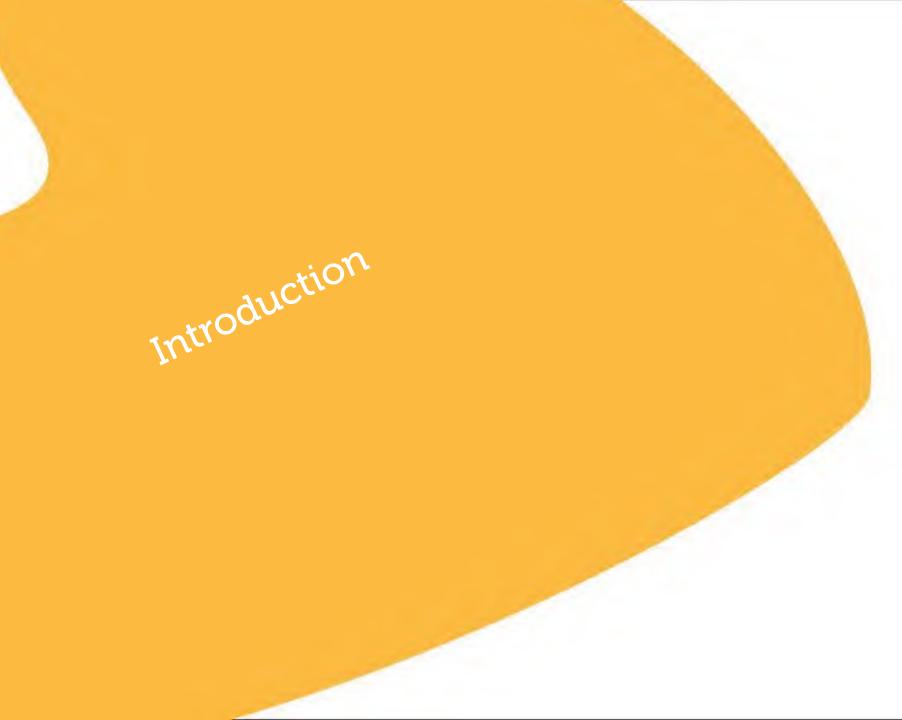
Operating Performance



Financial Performance



Member Engagement Initiatives





### Overview

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



### 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



## **Product & Target Segment**

### **Our Member Profile**

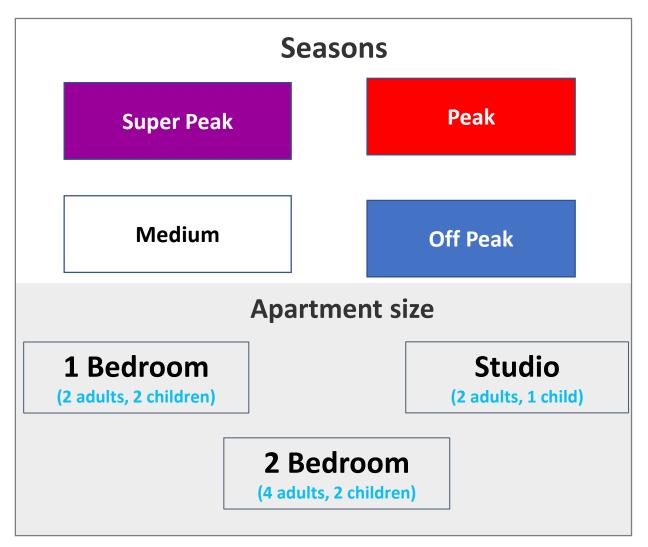


28+ years
Age of Customer





- Appreciates quality family time
- Takes regular Vacation
- Seeking Variety
- Plans in advance





## **Resort Diversity**

### Hill Stations

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

### Wildlife

- Corbett
- Gir
- Kanha
- Yercaud
- Thekkady

### Beaches

- Varca, Goa
- Emerald Palms, Goa
- Acacia Palms, Goa
- Cherai
- Pondicherry
- Ganpatipule
- Dwarka

### Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

### Backwaters

- Ashtamudi
- Kumarakom
- Poovar
- Allepey

### International

- Bangkok
- Kuala Lumpur
- Dubai
- Singapore



### Our Capabilities built over 2 decades 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

Operating Performance



## **Quarterly Performance**



Member Addition

4577

14.3%

YoY growth



Occupancy

89.4 %

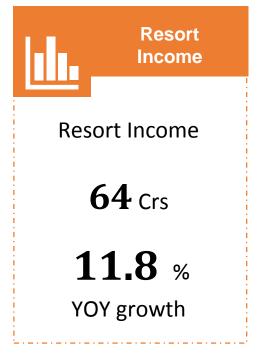


PBT Margin

19.3%

**120** bps

YoY growth





## **Key Indicators**

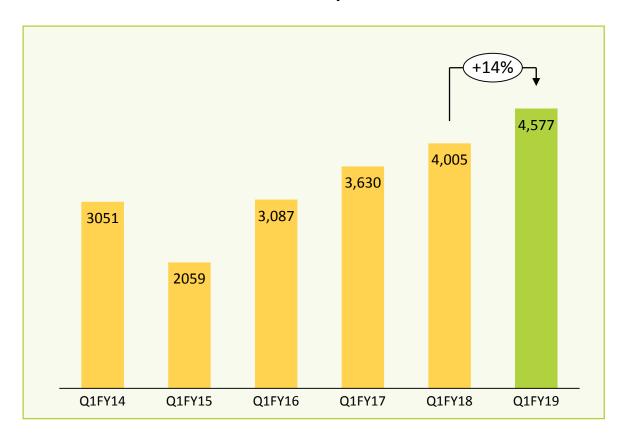
Key indicators (No)	Q1 FY19	Q1 FY18	YoY
New member - added	4,577	4,005	14.3%

Resort Details	Q1 FY19	Q1 FY18
No of Resorts	55	49
No of Rooms	3,472	3,207
Occupancy %	89.4%	89.6%
ARR (Rs)	5,087	4,976

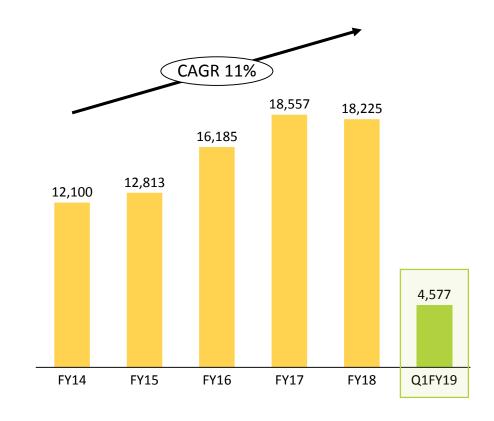


### Member Additions

#### **Q1 Membership Trend**



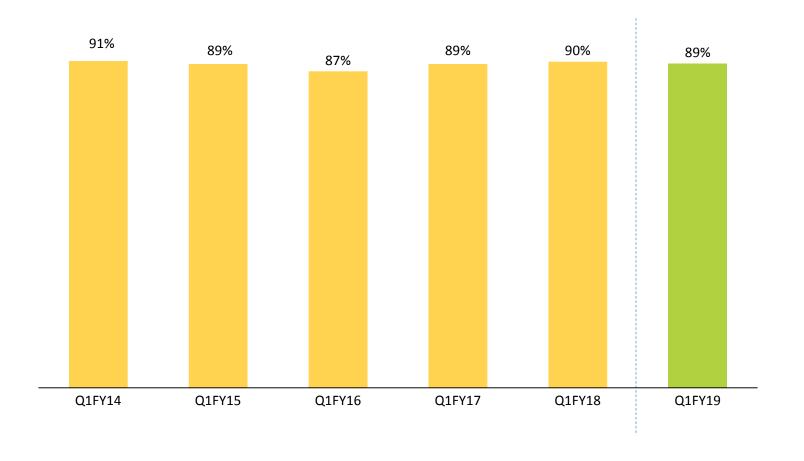
#### **Annual Membership Trend**





## Occupancy Trend

### **Q1 Occupancy Trend**

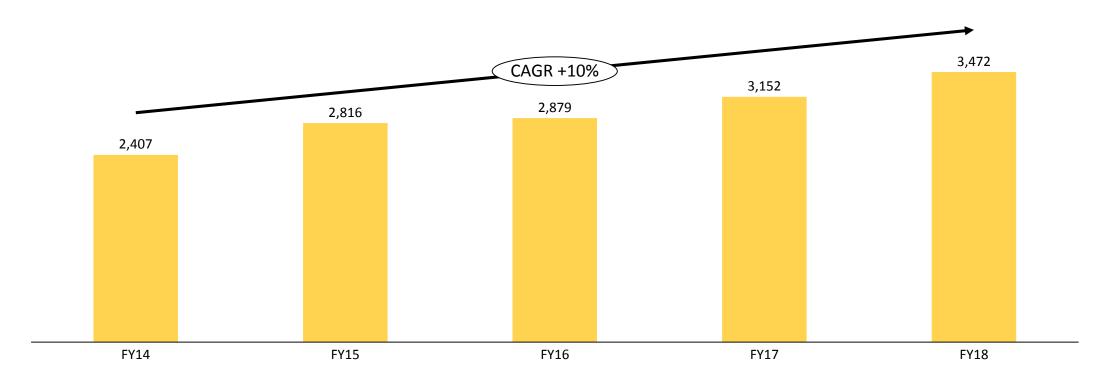


- Consistent occupancy trend
- 320 Room Additions in FY'18



## **Inventory Addition Trend**

#### **Room Inventory Trend**

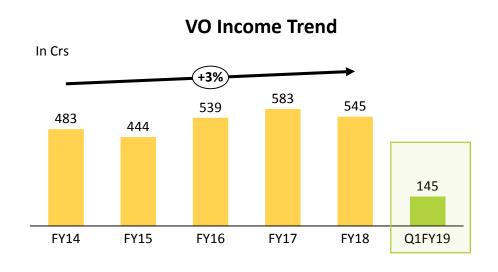


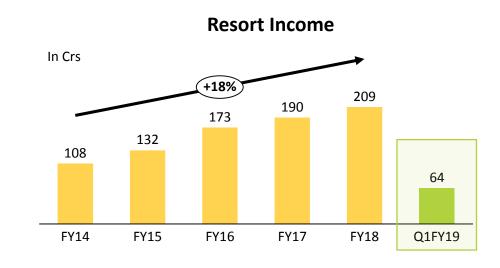
200 units under construction in Ashtamudi, Kerala & Assonora, Goa.

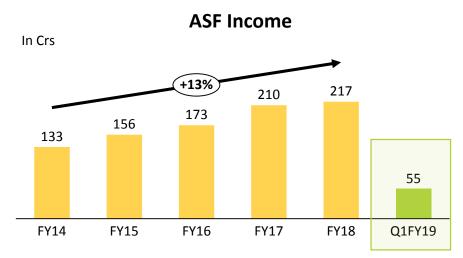
Financial Performance

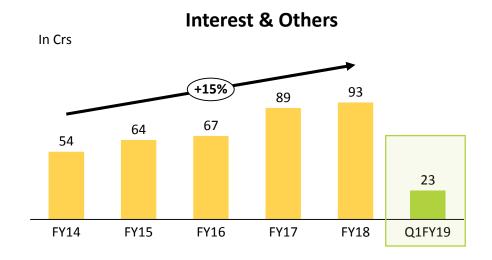


### Income





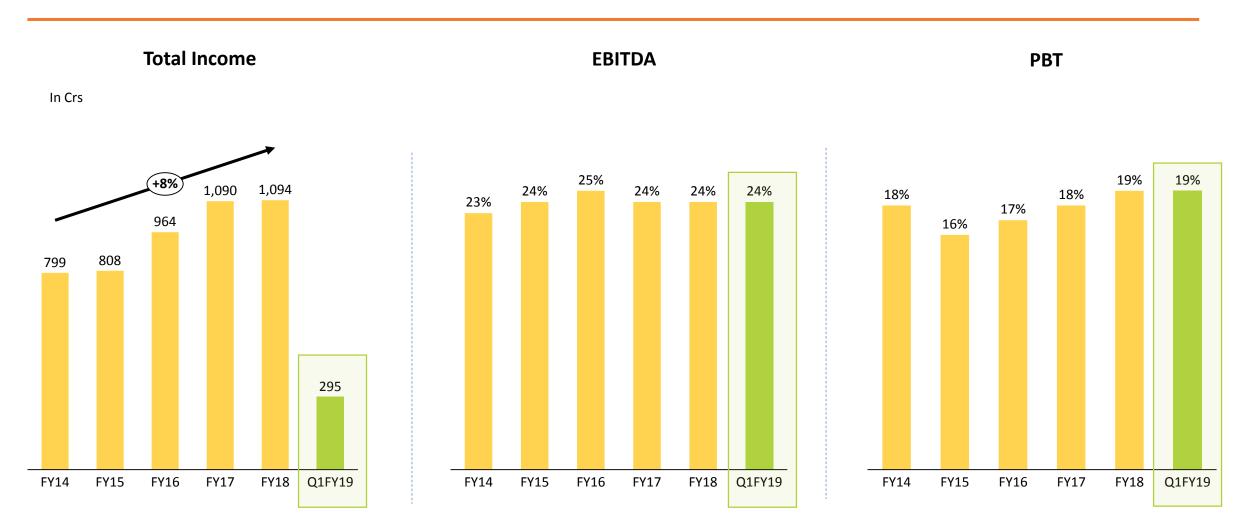




Note: Figures above are as per Ind AS 18 - for comparison purpose



### **Performance Trend**



Note: Figures above are as per Ind AS 18 - for comparison purpose



## New Accounting Standard – Ind AS 115

Ind AS VO Income
18

60% non refundable admission fee recognized upfront, 40% deferred over the tenure of membership

Ind AS VO Income 115

Recognized over the tenure of membership

Ind AS Cost 18

Costs are allocated to P&L as and when incurred

Ind AS Cost 115

ONLY incremental costs to obtain the contract are amortized over the tenure of membership



## Income Break Up

In Lakhs	Ind AS 115	Ind AS 18	Ind AS 18	Growth
Total Income	Q1 FY19	Q1 FY19	Q1 FY18	YoY
Income from VO, ASF & Others	17,050	22,353	20,982	6.54%
Resort Income	6,404	6,404	5,727	11.8%
Room	1,394	1,394	1,080	29.0%
F&B	3,874	3,874	3,585	8.1%
Holiday Activity & Others	1,136	1,136	1,062	7.0%
Non-Operating Income	779	779	649	19.8%
Total Income	24,233	29,536	27,358	8.0%



### **Profit & Loss Statement**

In Lakhs	Ind AS 115	Ind AS 18	Ind AS 18	Growth
Rs.	Q1 FY19	Q1 FY19	Q1 FY18	YoY
Revenue from Operations	23,454	28,757	26,709	7.7%
Non-Operating Income	779	779	649	19.8%
Total Income	24,233	29,536	27,358	8.0%
Employee Benefit Expenses	6,225	6,907	6,287	
Finance Cost	1	1	1	
Depreciation	1,318	1,318	1,427	
Sales & Marketing Expenses	4,212	5,095	5,053	
Rent	3,137	3,137	2,547	
Other Expenses	7,182	7,376	7,090	
Total Expenditure	22,075	23,834	22,405	6.4%
Profit Before Tax (PBT)	2,158	5,702	4,953	15.1%
Profit after Tax (PAT)	1,373	3,679	3,234	13.8%



## Ind AS 115 – Reconciliation for Q1 FY'19

In Lakhs					
	Particulars	Quarter e	Quarter ended June 30, 2017 (Unaudited)		
Sl. No		As reported	Impact of Ind AS 115	Amount without adoption of Ind AS 115	Amount without adoption of Ind AS 115
1.	Revenue from Operations	23,454	5,304	28,757	26,709
2.	Other Income	779	-	779	649
3.	Total Income (1+2)	24,233	5,304	29,536	27,358
4.	Expenses				
	a. Employee benefits expense	6,225	682	6,907	6,287
	b. Finance costs	1	-	1	1
	c. Depreciation and amortisation expense	1,318	-	1,318	1,427
	d. Other expenses	14,531	1,076	15,608	14,690
5.	Total Expenditure	22,075	1,758	23,834	22,405
6.	Profit before tax (3-5)	2,158	3,544	5,702	4,953
7.	Tax expense				
	- Current tax	1,726	-	1,726	1,577
	- Deferred tax	(941)	1,239	297	142
	Total tax expense on 6 above	785	1,239	2,023	1,719



## Ind AS 115 – Reconciliation for Q1 FY'19

### In Lakhs

### Contd..

Sl. No Pa		Quarter e	K (Unaudited)	Quarter ended June 30, 2017 (Unaudited)	
	Particulars	As reported	Impact of Ind AS 115	Amount without adoption of Ind AS 115	Amount without adoption of Ind AS 115
8.	Profit after tax for the period (6-7)	1,373	2,306	3,679	3,234
9.	Other comprehensive income				
	Items that will not be reclassified to profit or loss				
	Remeasurements of the defined benefit liabilities / (asset)	72	-	72	(20)
	Income taxes related to items that will not be reclassified to profit or loss	(25)	-	(25)	7
	Net other comprehensive income not to be reclassified subsequently to profit or loss	47	-	47	(13)
10.	Total Comprehensive Income for the period (8+9)	1,420	2,306	3,726	3,221
11.	Earnings Per Share on Net Profit for the period (sl no 8) in Rupees (not annualized)				
	(a) Basic (in Rs)	1.03	1.74	2.77	2.43
	(b) Diluted (in Rs)	1.03	1.73	2.76	2.42



### Business Fundamentals remain the same



### **Profitability**

Profitability remains the same over the tenure of membership

Unit Economics does not change



#### **Assets**

Strong Balance Sheet



Operating Cashflow remains the same

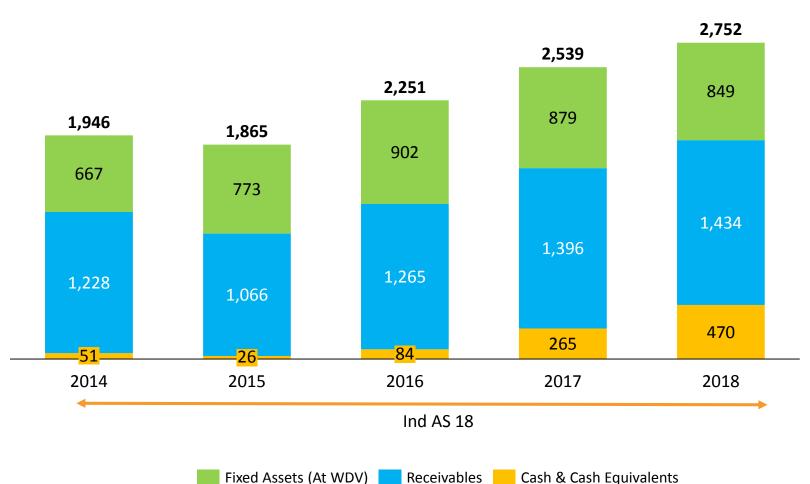


Significant increase in Deferred Revenue



## Strong Balance Sheet Position





### **9X**

Increase in Cash & Cash Equivalents in 5 Years

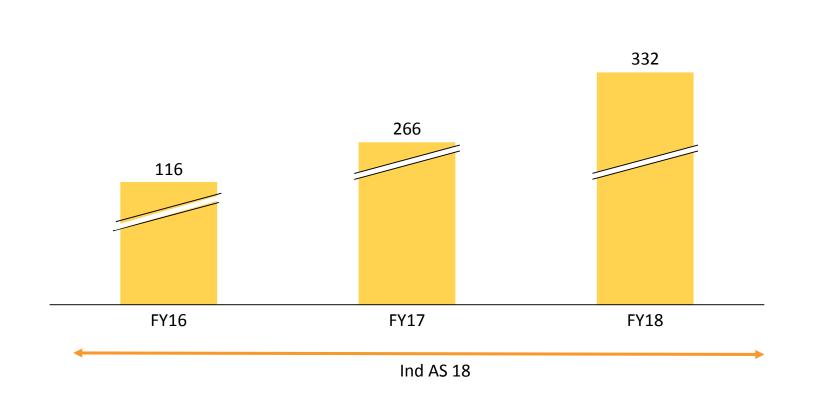
27%

Increase in Fixed Assets



## Operating Cash continues to grow

In Crs



2.9x
Increase in Operating
Cash in 3 years

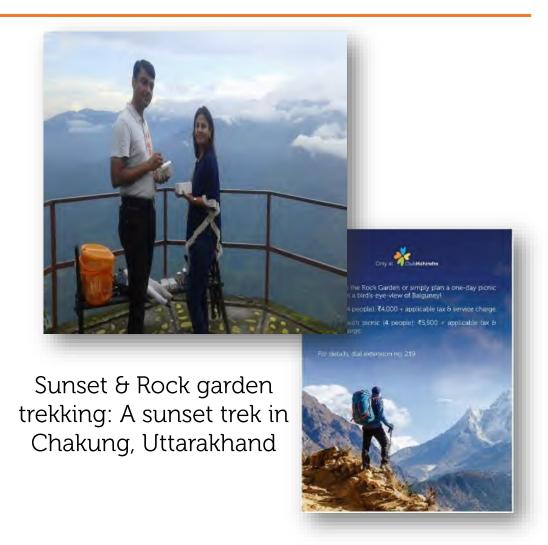
714 Crs
Cumulative operating
Cash in past 3 years

Member Engagement Initiatives



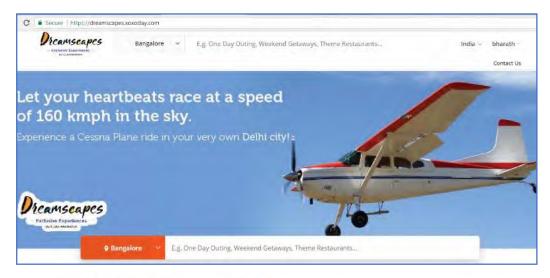
## Experiential Activities around the Resort







## Dreamscapes (In-city Experiences)





#### **Experience Tags**























### **Curated Vacations**

### **Glimpses of Ladakh**

- Specially curated for family
- 6N/ 7 Days with 2 nights of camping experience
- Cost- Rs 15000 per person only



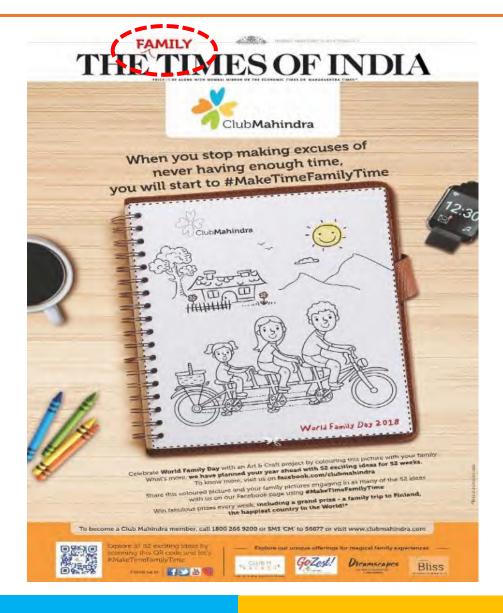
### **Chardham Yatra**

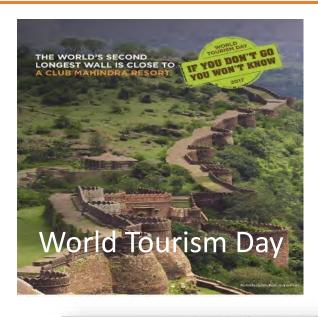
- Exclusive Chardham Packages for members at the best prices
- Customized packages as per the requirement



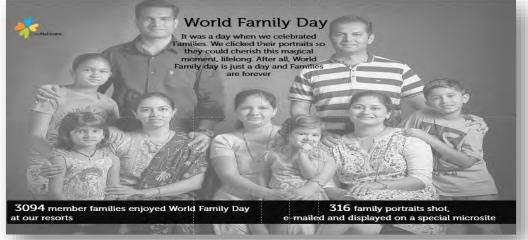


## **Brand Building Initiatives**











### **New Theme Events**

### Carnival Night at Varca and Emerald Palms

















### **Awards & Accolades**

#### **Top in 100 - GPTW 2018**



### Civic Award- Good Corporate Citizen, 2017



#### **Certificate of excellence TripAdvisor**



#### **Winner- Creating Distinct Value**



#### **Best Social Media Brand – Hospitality**



#### **DX leader – Operational Transformation**



Winner – Mobile APP

#### **Golden Peacock Award - Sustainability**



WINNER

#### TISS Leapvault – Gold Award Winners



**CLO Award** 

