



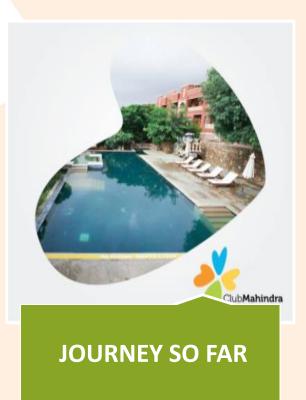
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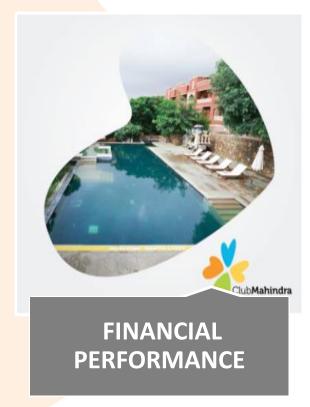


# Content









Introduction



#### **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

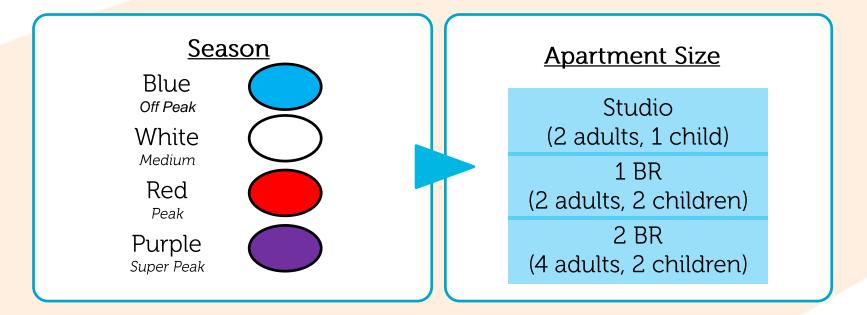
#### Our Mission

• Good Living, Happy Families.



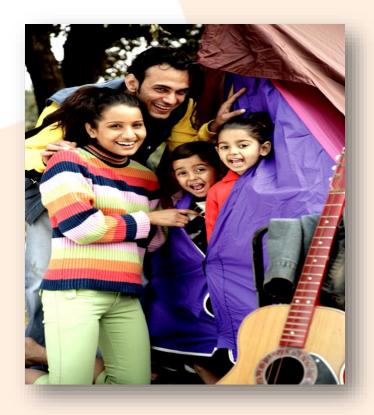
# Our CMH 25 year product

25 year memberships for 7 nights/8 days every year in any of our 49 resorts in India & abroad





# 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

218,138

Occupancy

85%

**CAPS** 

60%

Inventory

3152

Resorts

49

Sales Location

115



#### Some Accolades

Travelers Choice Awards-Tripadvisor India's Favorite Resort Chain-HolidayIQ Best Social Media brand – Hospitality – Social Samosa





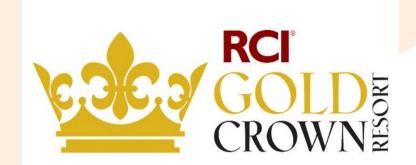
**GRAND WINNER** 



Mahindra Holidays – GPTW Certified

27 - RCI Gold Crown Resorts







# **Resort** Diversity

#### Hill Stations

- Manali, Shimla, 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



#### 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)

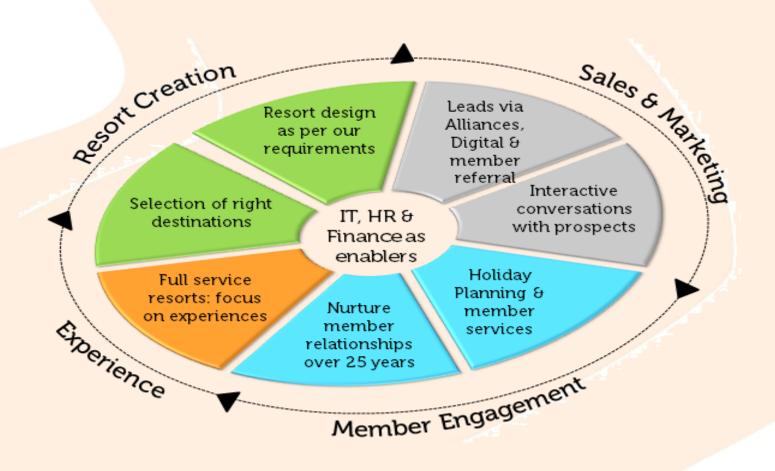
"Diversity of Resort locations" – members can holiday in any resort

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

Our Proposition different from conventional VO



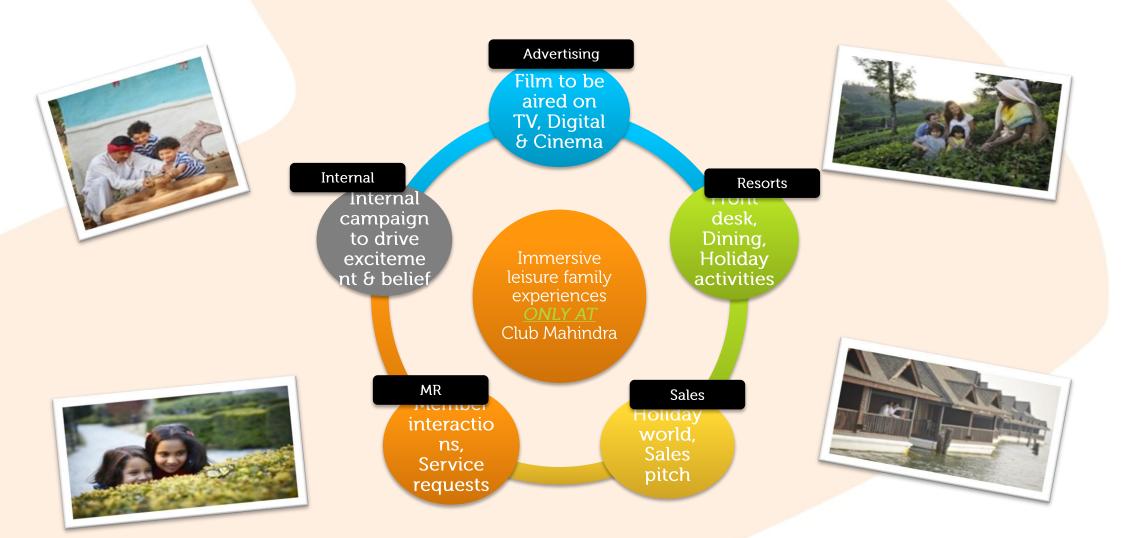
# Fully Integrated Value Chain





### Brand Campaign bringing to life what

#### The family can experience 'ONLY AT' Club Mahindra



FY 16 - 17
Business Update



#### Consistent Increase in Member Base



- Distribution reach in Tier 2 & 3 towns
- International markets of Middle East are becoming significant contributors. (UAE, Oman, Kuwait, Qatar etc.)
- Emphasis on pull based approach for prospecting



## Growth through Digital & Referrals

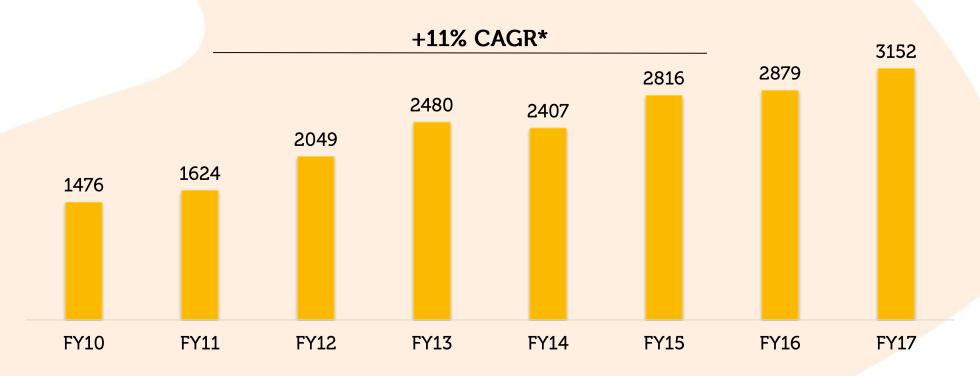


- Leverage analytics for creating a 'Member referral propensity model
- 'Heart to Heart' scale up, strengthening offline engagement
- Significant increase in Pre-selected segments targeting through alliances



# **Ensuring Healthy Inventory Addition**

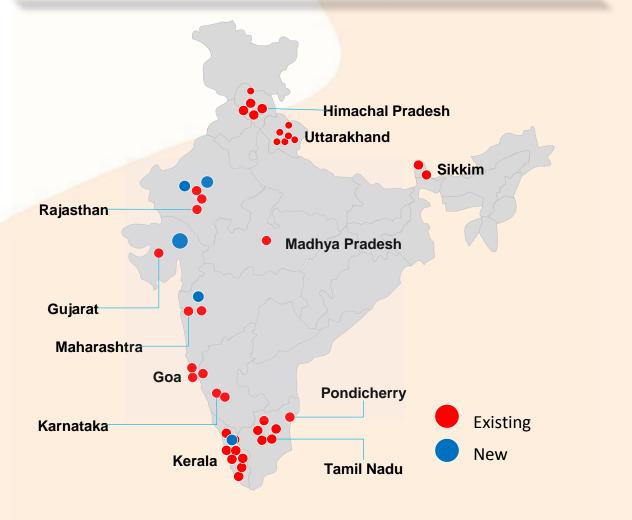
#### **Cumulative Inventory (Number of Units)**



<sup>\*</sup> CAGR from FY10 to FY17



#### 49 resorts Across India and Abroad



# Resort footprint

#### **Inventory Addition in Q4FY17** - 148 rooms

- Jodhpur 25 units
- Nadiad 20 units
- Wayanad 36 units
- Kodiakannal 37 units
- Baiguney 10 units
- Kuala Lumpur 20 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

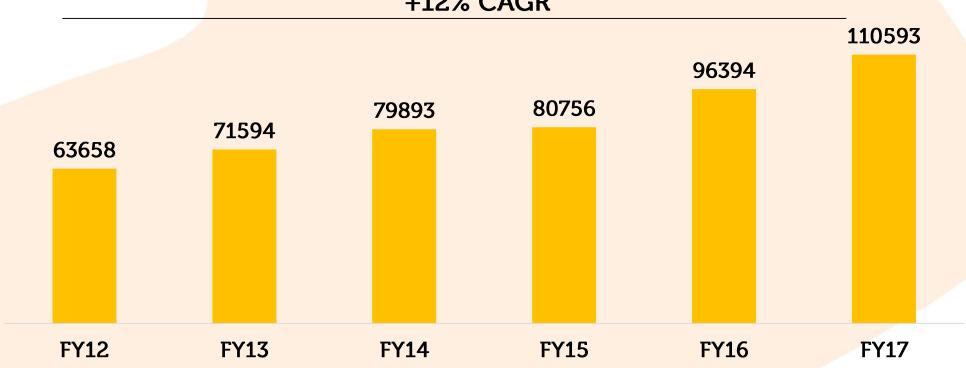
• Planned Investment – Approximately 600 crores

Financial Performance Trend



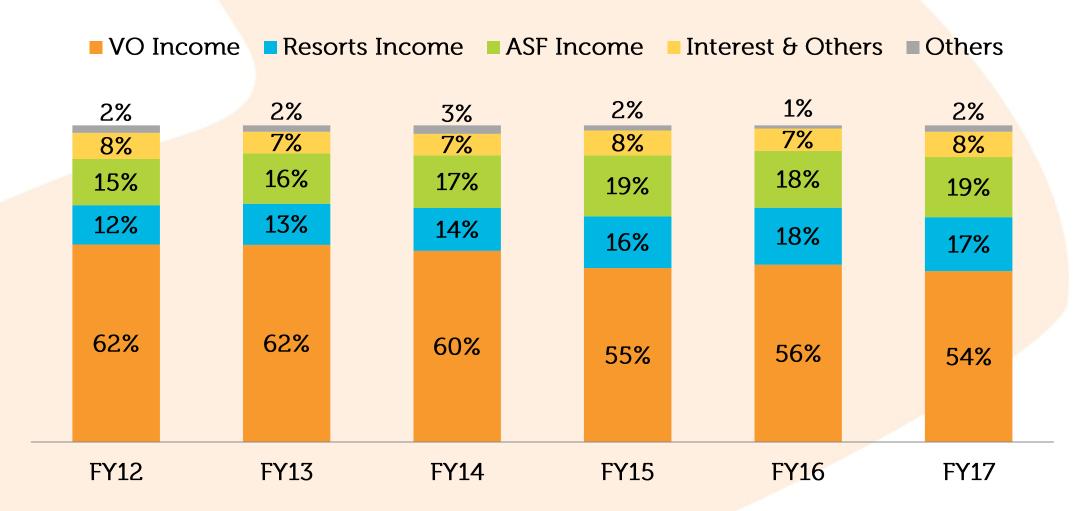
#### **Total Income**

#### Total Income (in Lacs) +12% CAGR



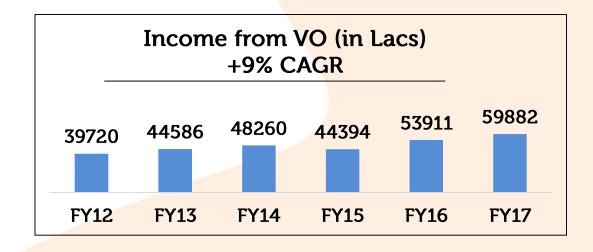


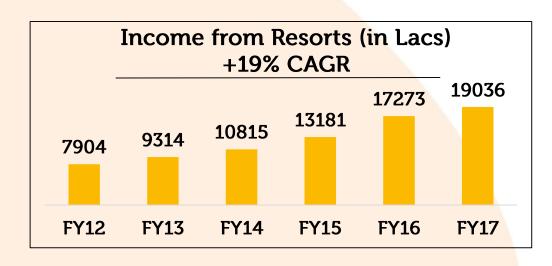
#### Revenue Mix

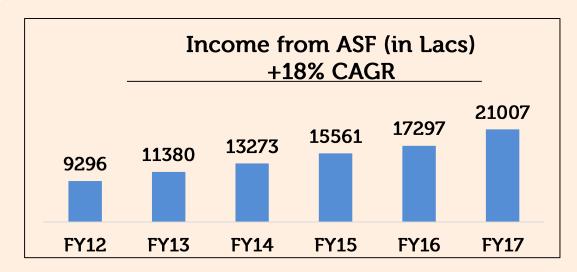


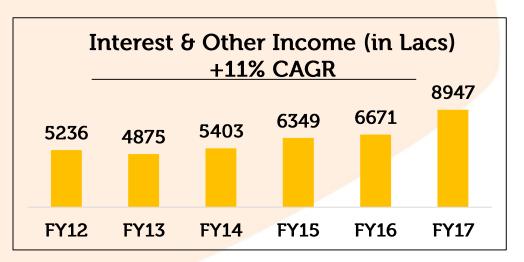


#### Consistent Financial Performance



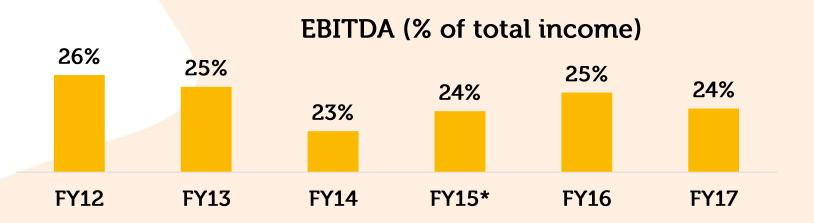


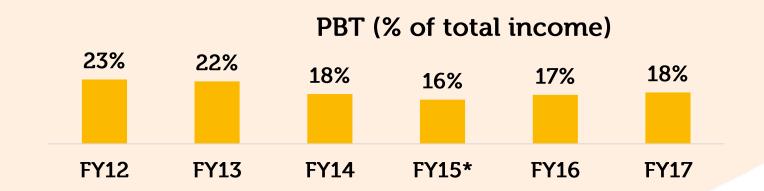






### Consistent Financial Performance







# Q4 FY17 Highlights

- Total income at Rs 315.74 Crores vs. Rs 249.98 Crores in Q4'16
- PAT at Rs 31.82 Crores vs. Rs 30.45 Crores in Q4'16
- Added 6,177 members during the quarter which is 26.6% higher than previous year additions of 4,878
- Cumulative member base at 218,138



# Summary

(All figures in Rs. Lakhs)

Key indicators (no.)	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
New Members - added	6,177	4,436	4,878	26.6%
Cumulative Members	~218 K	~211 K	~199 K	9.3%

FY17	FY16	YOY
18,557	16,185	14.7%
~218 K	~199 K	9.3%

Key indicators (no.)	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Income	31,573	27,480	24,998	26.3%
Expenses	26,613	21,949	20,492	29.0%
Profit before Tax (PBT)	4,960	5,531	4,506	14.2%
Profit after Tax (PAT)	3,182	3,572	3,045	8.4%

FY17	FY16	YOY
110,593	96,394	14.7%
90,498	79,585	13.5%
20,094	16,809	20.6%
13,065	11,359	16.1%



# Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Income from sale of VO	19,275	14,392	13,714	40.5%
ASF	5,027	5,192	4,790	4.9%
Resort Income	4,693	5,197	4,093	14.7%
Others	2,052	2,271	1,956	4.9%
Income from operation	31,047	27,052	24,553	26.4%
Non operating income	527	428	445	18.4%
Total Income	31,574	27,480	24,998	26.3%

FY17	FY16	YOY
59,883	53,911	11.1%
21,007	17,297	21.4%
19,036	17,273	10.2%
8,947	6,672	34.1%
108,873	95,153	14.4%
1,720	1,241	38.6%
110,593	96,394	14.7%



# **Resort Details**

Resort Details	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
No of Resorts	49	46	45	9%
No of Rooms	3152	3004	2879	9%
Occupancy %	86%	85%	81%	5%
ARR (in Rs)	4,226	4,811	4,310	-2%

FY17	FY16
49	45
3152	2879
85%	81%
4,556	4,555

Resort Income	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Room	889	935	790	13%
F&B	2,864	3,328	2,499	15%
Holiday Activity & Others	940	934	804	17%
Total	4,693	5,197	4,093	15%

FY17	FY16
3,446	3,032
11,989	10,892
3,601	3,349
19,036	17,273



# Profit & Loss Statement (Standalone)

(All figures in Rs. Lakhs)

Particulars	Q4 FY 17	Q3 FY 17	Q4 FY 16
Income from operations	31,047	27,052	24,553
Non-operating income	526	428	445
Total income	31,573	27,480	24,998
Employee expenses	6,463	5,726	4,849
Sales & Marketing expenses	6,923	5,933	5,521
Depreciation	1,483	1,541	1,857
Rent	2,106	2,128	1,862
Other expenses	9,638	6,620	6,400
Interest expenses	1	1	3
Total expenditure	26,614	21,949	20,492
Profit Before Tax (PBT)	4,960	5,531	4,506
Profit After Tax (PAT)	3,182	3,572	3,045

FY17	FY16
108,873	95,153
1,720	1,241
110,593	96,394
22,529	19,470
24,180	20,740
6,053	7,133
8,345	7,489
29,390	24,745
2	8
90,499	79,585
20,094	16,809
13,065	11,359



#### **Consolidated Profit**

(All figures in Rs. Lakhs)

Particulars	FY17	FY16
Income from operations	228,216	160,212
Non-operating income	2,783	1,085
Total income	230,999	161,297
Cost of Vacation Ownership weeks	31,659	16,349
Employee expenses	51,277	36,223
Sales & Marketing expenses	33,279	25,162
Depreciation	10,592	9,756
Rent	20,730	13,051
Other expenses	59,082	43,100
Interest expenses	1,972	1,515
Total expenditure	208,591	145,156
Profit Before Tax (PBT)	22,408	16,141
Profit After Tax (PAT)	14,550	10,503



# Key IND AS Adjustments (Standalone)

Particulars	Rs/ Lacs
Net profit after tax as per Ind AS	13065.20
Adjustments on account of:	
Credit Loss Allowance	2100.00
Employee benefit expenses – fair valuation of stock options	333.53
Others	(4.40)
Deferred Tax Impact	(726.35)
Net profit after tax before adjustments aforesaid	14767.98

### Thank you

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CIN: L55101TN1996PLC036595