



Mahindra Holidays & Resorts India Limited

Q4 FY 18
Investor Presentation
8th May, 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

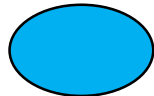
- **Good Living, Happy Families.**

Our CMH 25 year product

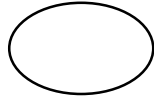
25 year memberships for 7 nights/8 days every year in any of our 50+ resorts in India & abroad

Season

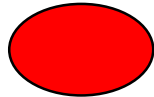
Blue
Off Peak



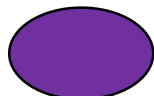
White
Medium



Red
Peak



Purple
Super Peak



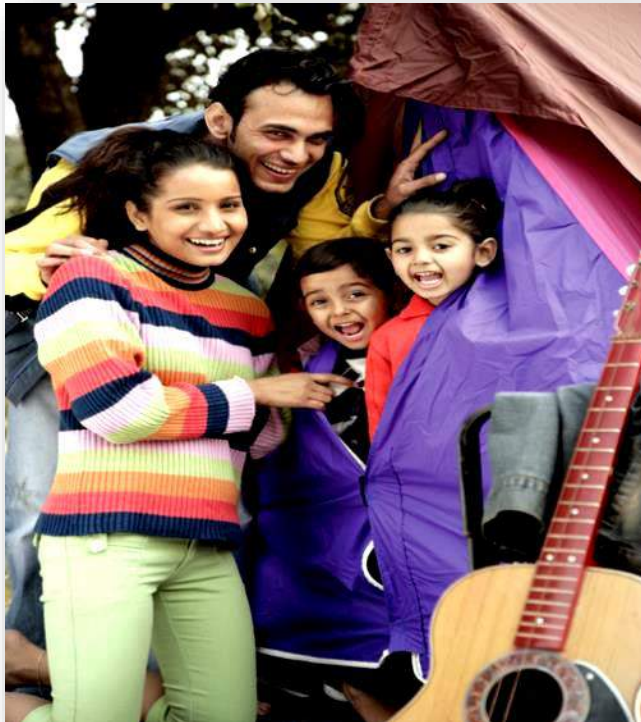
Apartment Size

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

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

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
- Dwaraka

Backwaters

- Ashtamudi
- Kumarakom
- Poovar
- Allepey

Wildlife

- Corbett
- Gir
- Kanha
- Yercaud
- Thekkady

Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

International

- Bangkok
- Kuala Lumpur
- Dubai
- 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

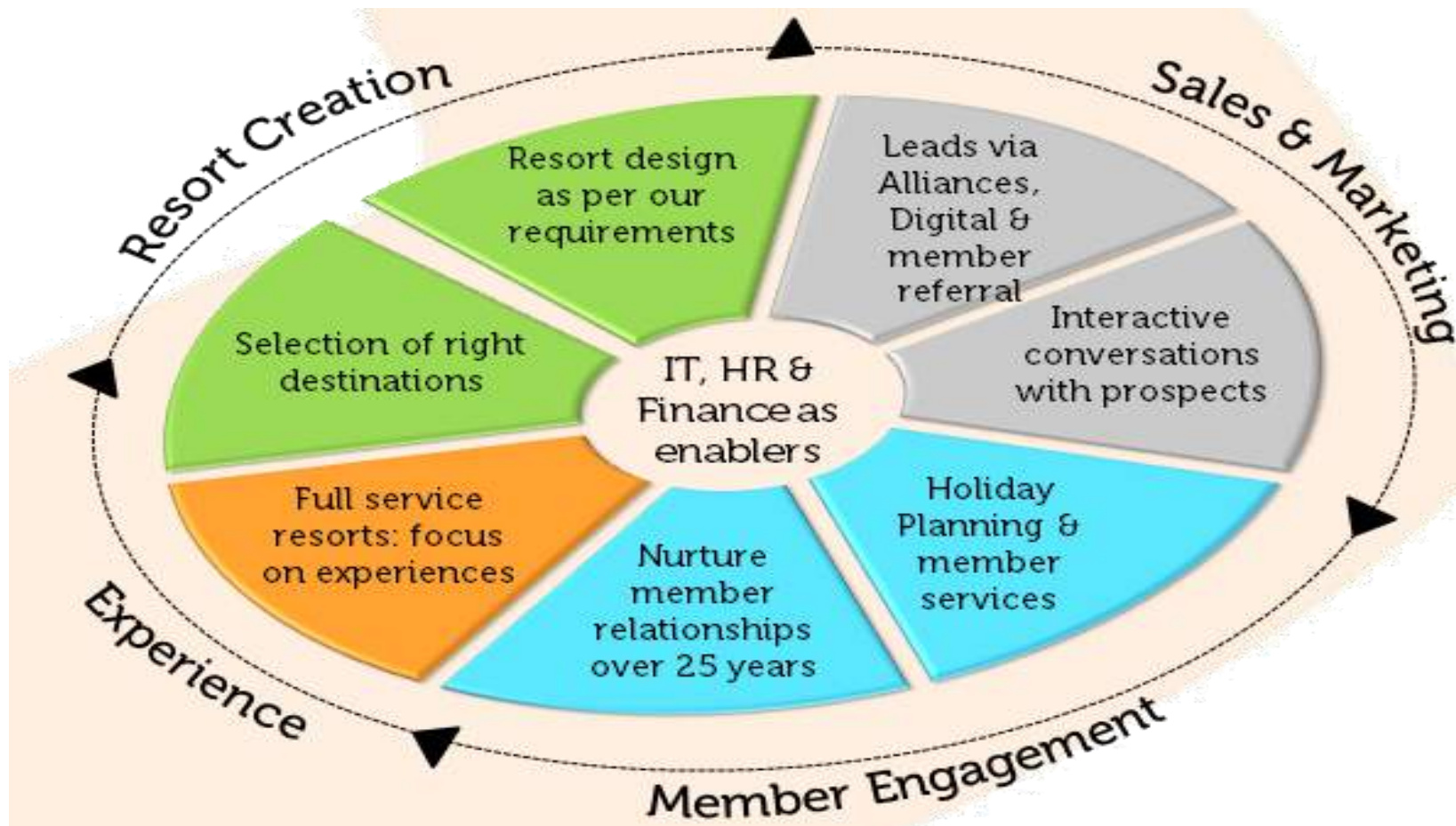
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

"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



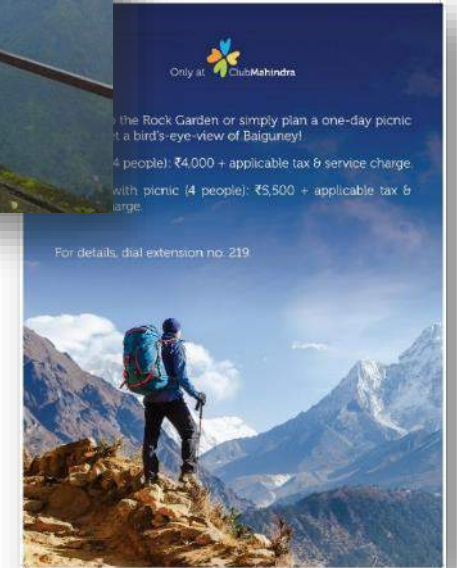
Experiential Activities around the Resort



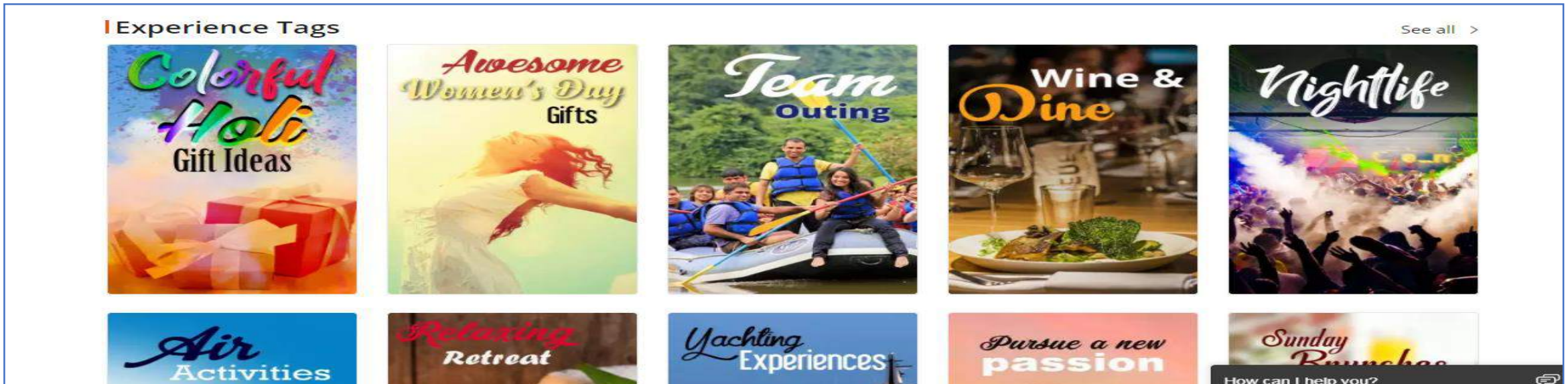
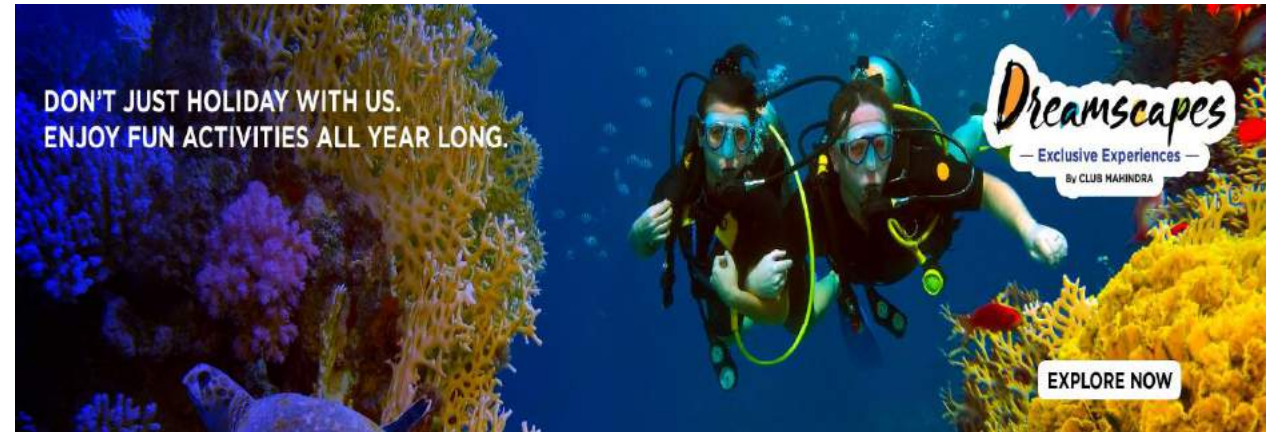
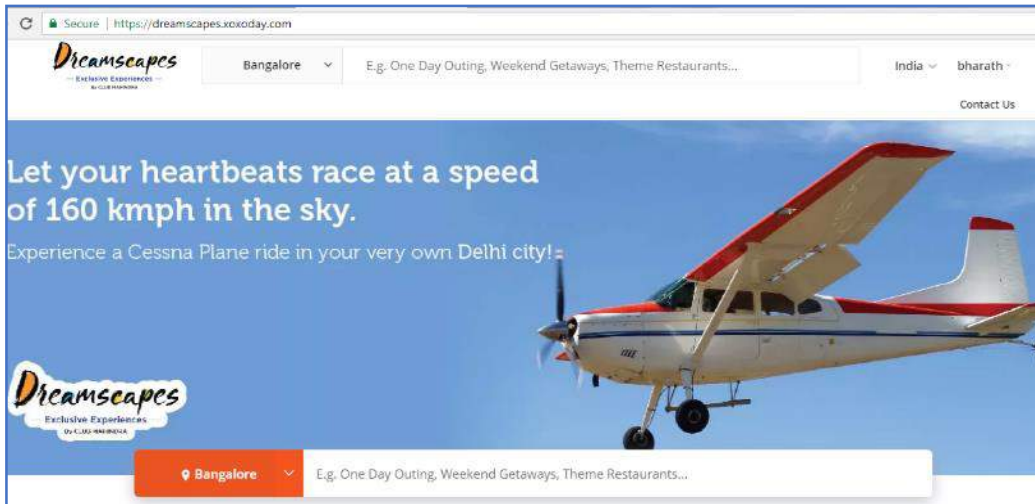
Igloo Stay @ Hamta,
Manali



Sunset & Rock garden
trekking: A sunset trek in
Chakung, Uttarakhand



Dreamscapes (In-city Experiences)



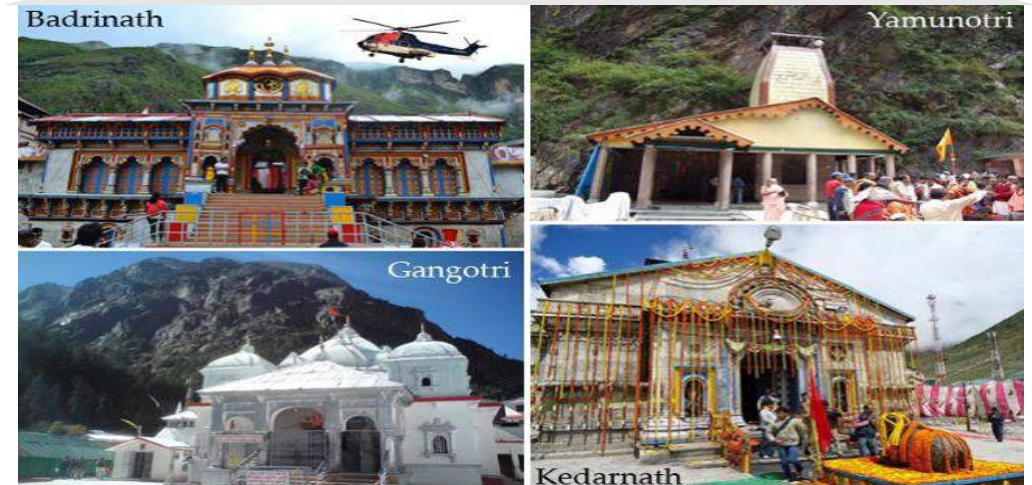
Glimpses of Ladakh

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

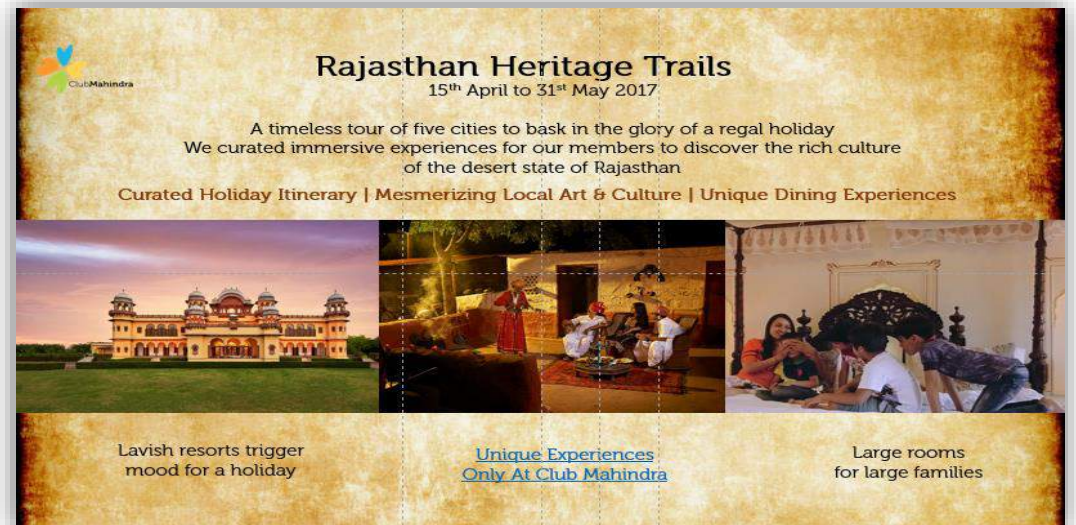
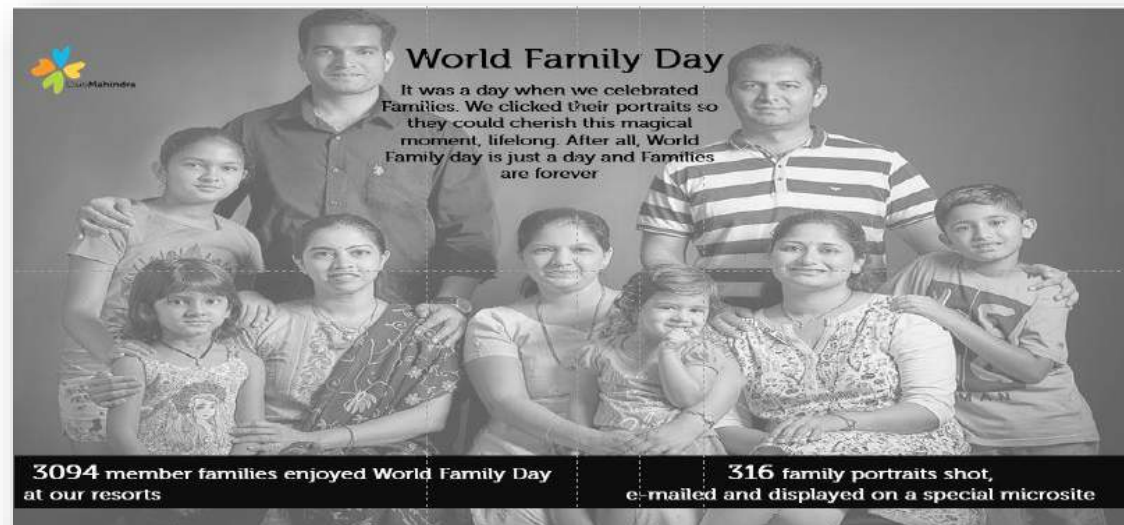
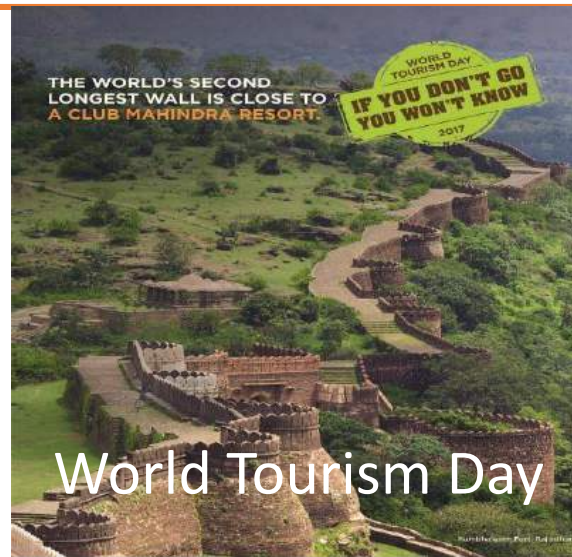


Chardham Yatra

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



Brand Building Initiatives



New Theme Events

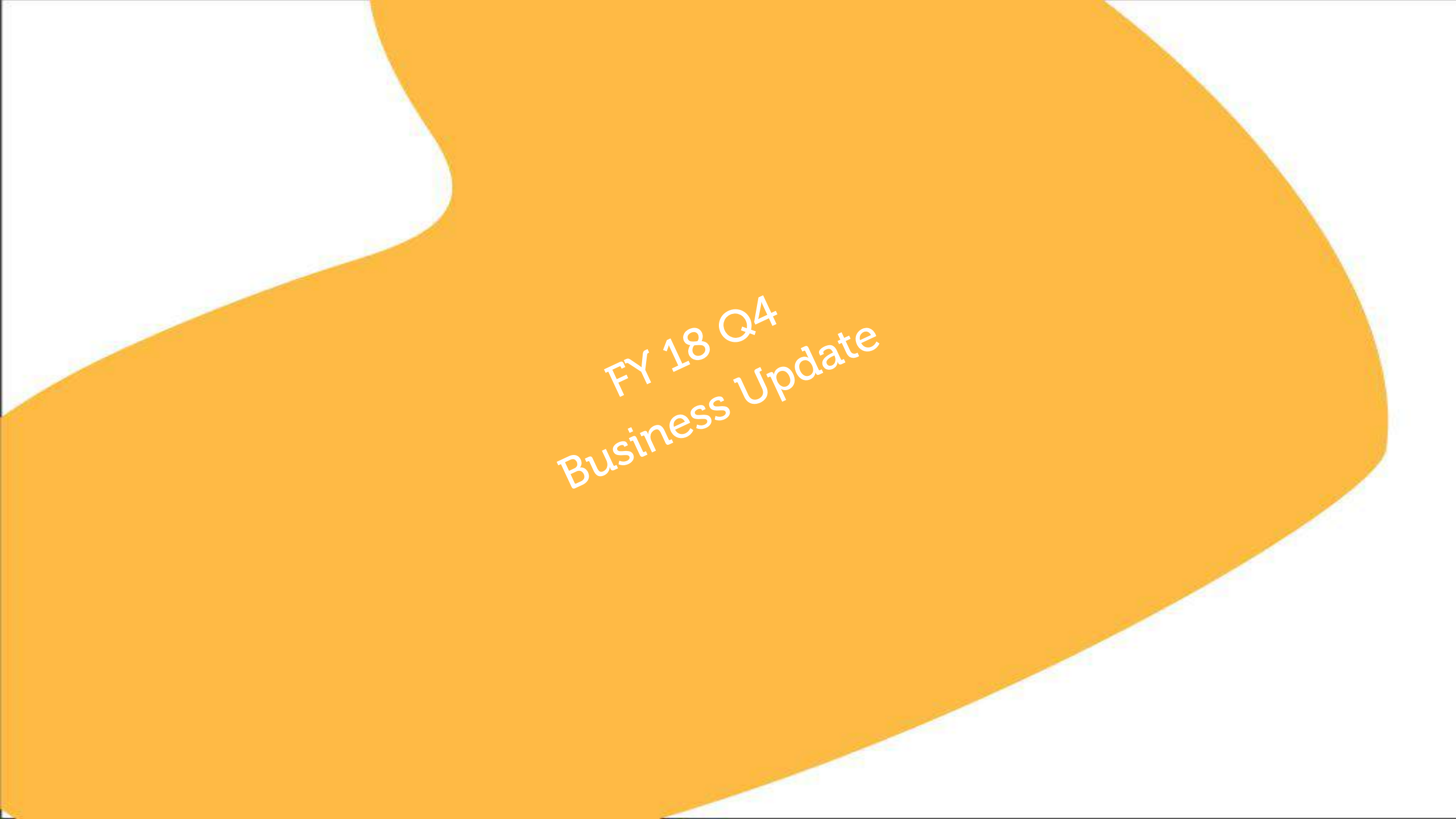
Carnival Night at Varca and Emerald Palms



Jungle Theme Party for Kids - Corbett



Zombie Night at Emerald Palms, Madikeri & Jaisalmer

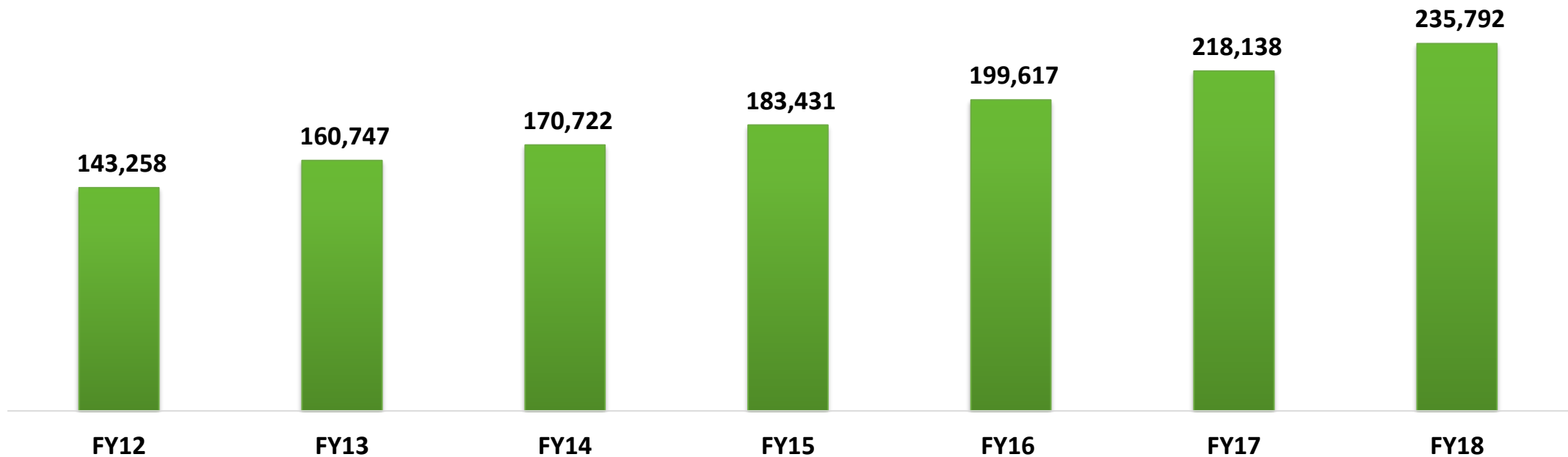
A large, solid orange shape that occupies the right half of the slide. It has a wavy, organic edge on the left side that separates it from the white background. The text is centered within this orange area.

FY 18 Q4 Business Update

Consistent Increase in Member Base

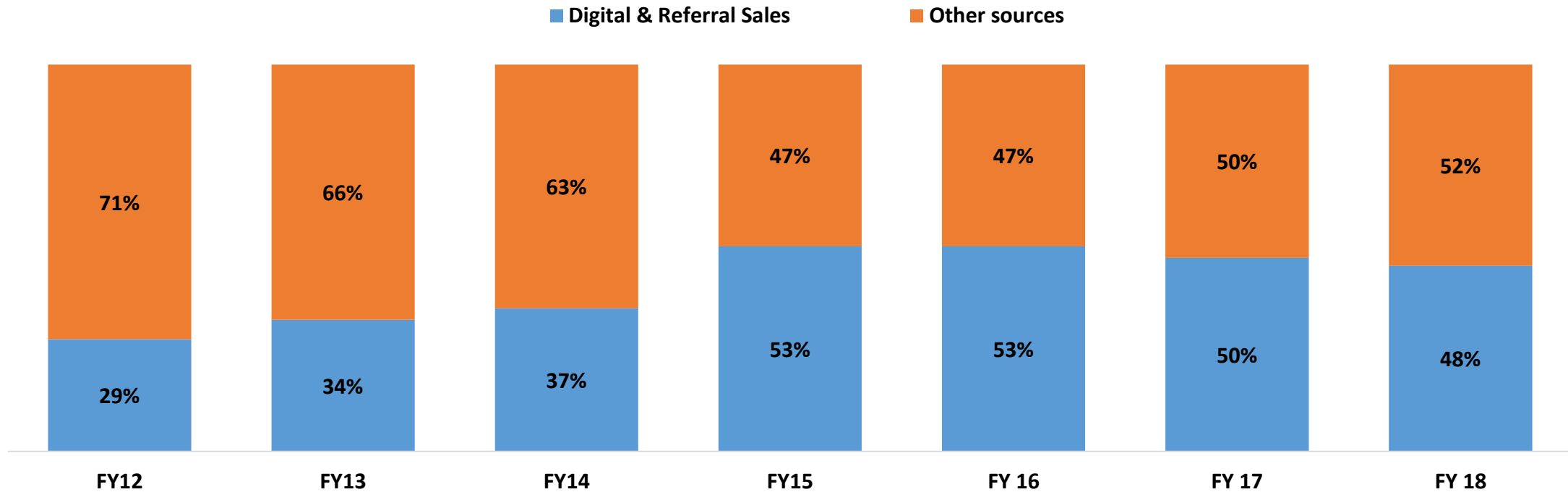
Cumulative Member Base

+9% CAGR



Growth through Digital & Referrals

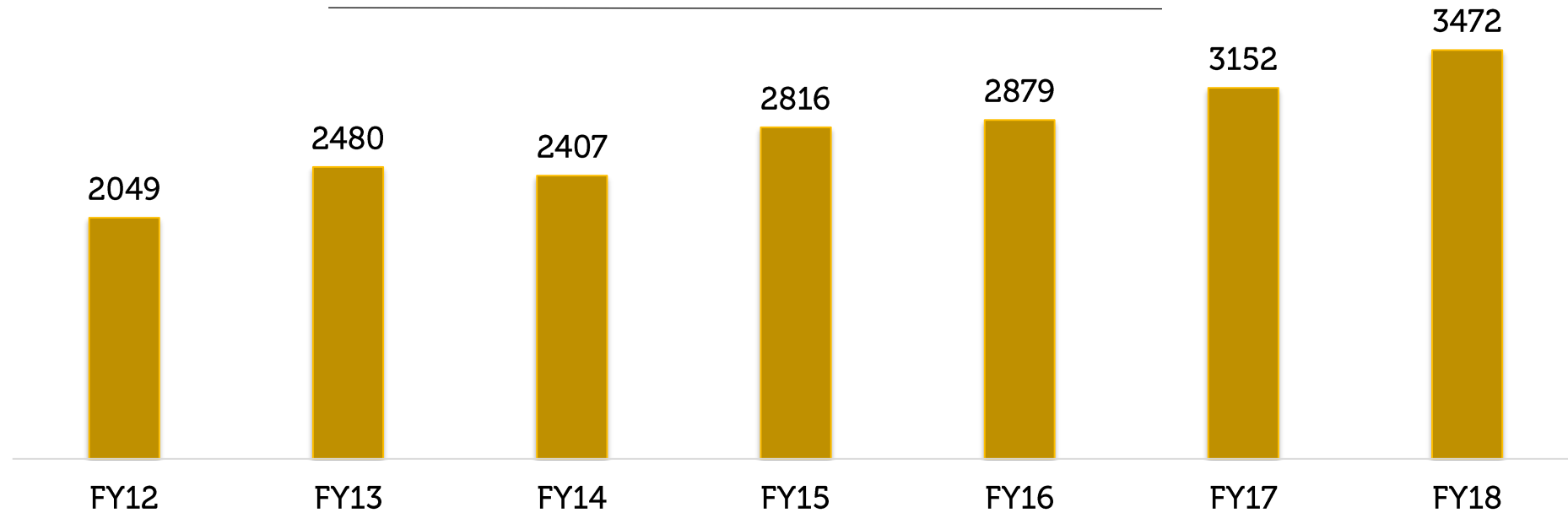
Sales Mix by source of lead



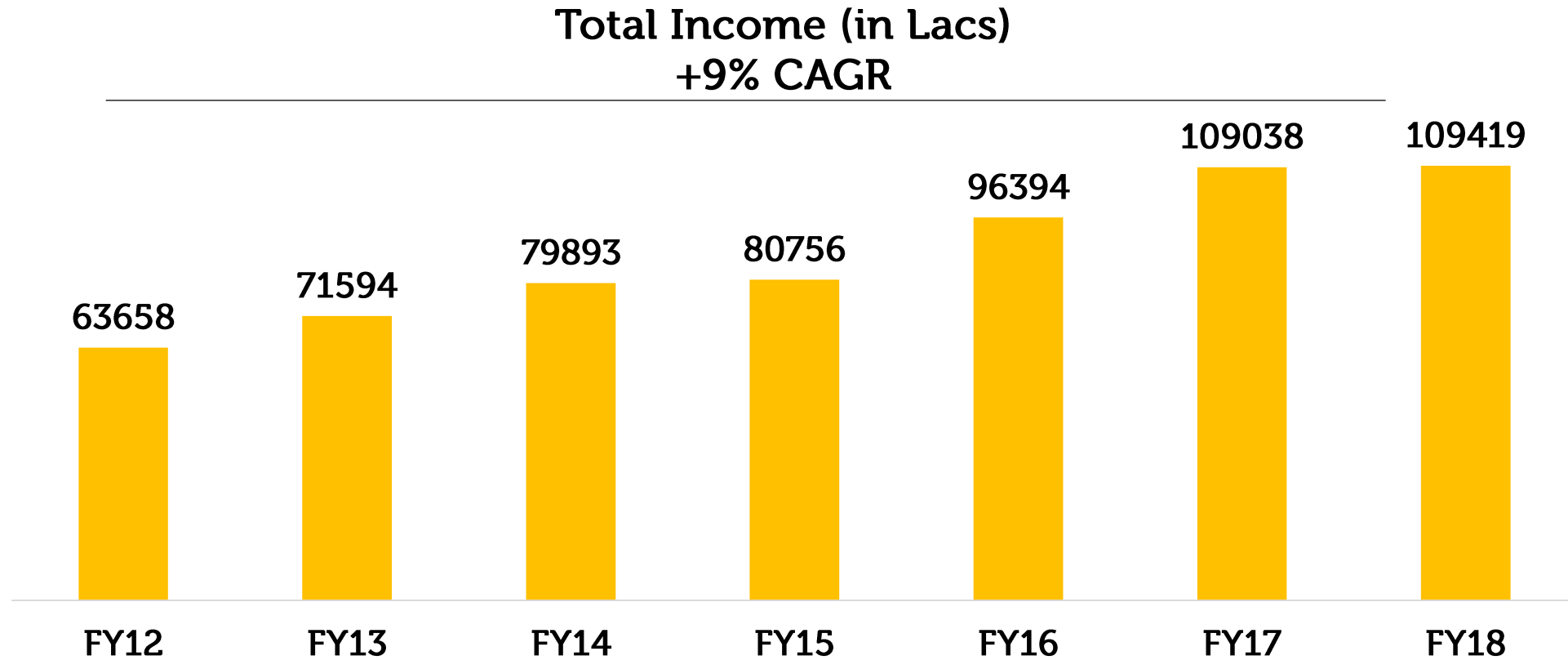
Ensuring Healthy Inventory Addition

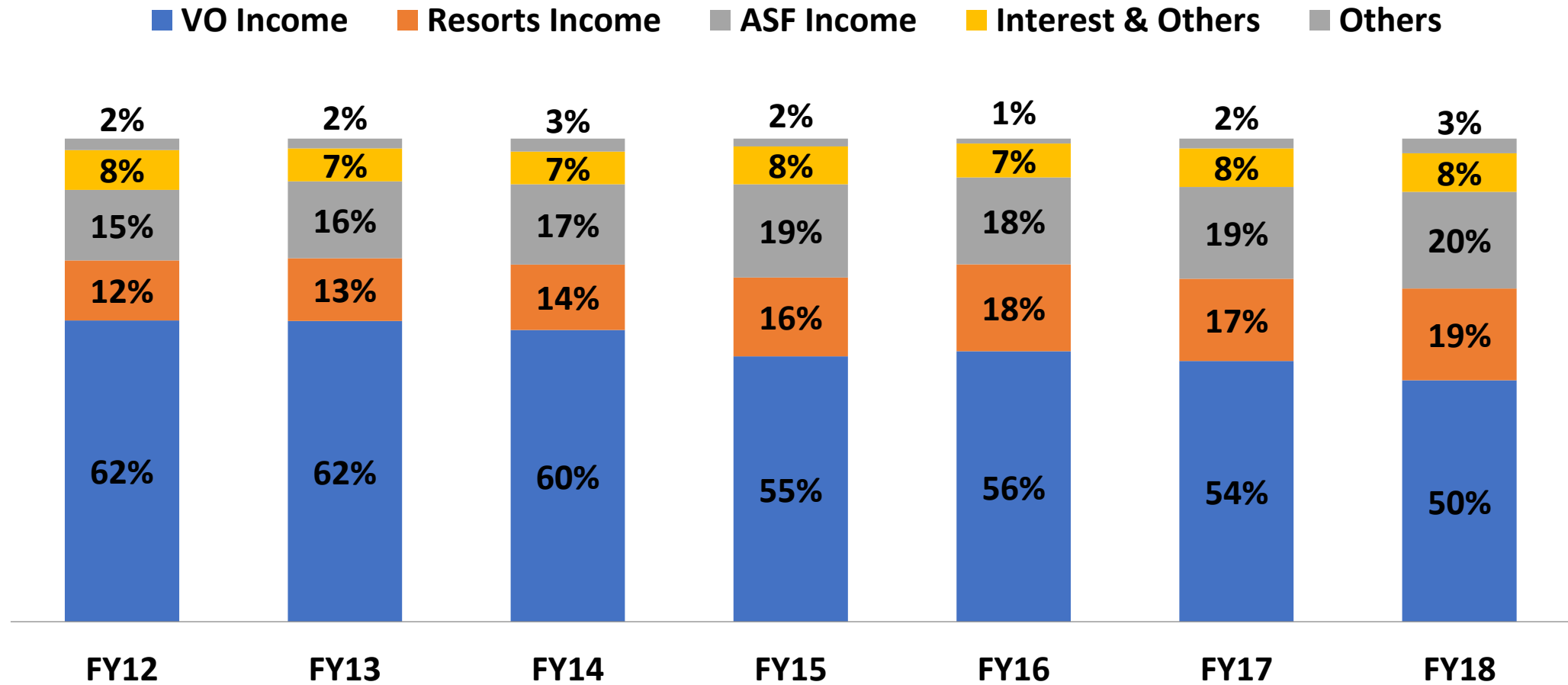
Cumulative Inventory (Number of Units)

+9% CAGR



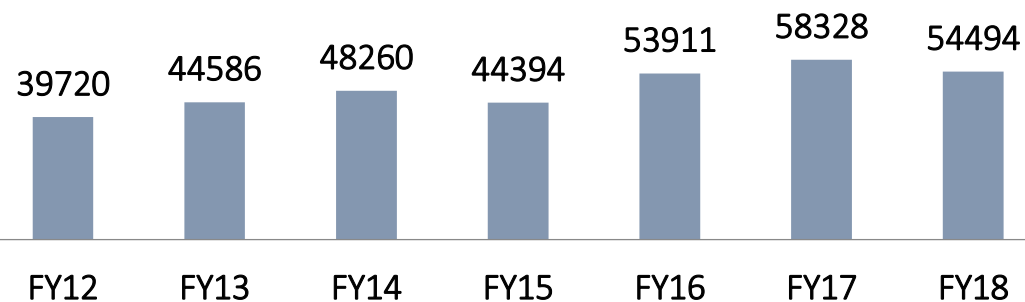
Financial Performance Trend



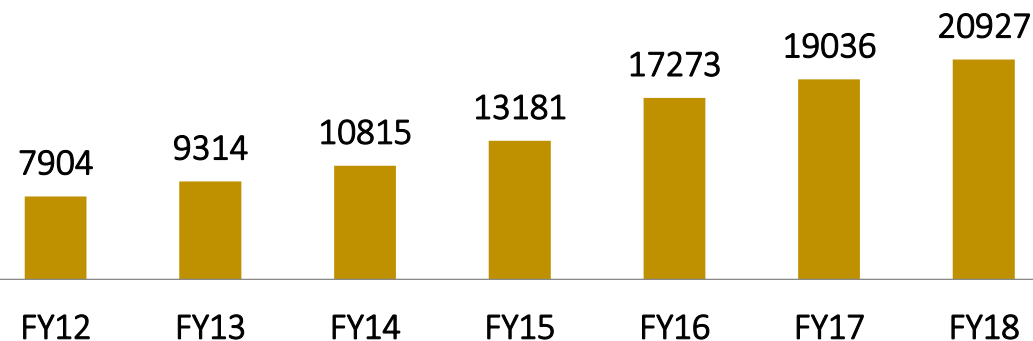


Consistent Financial Performance

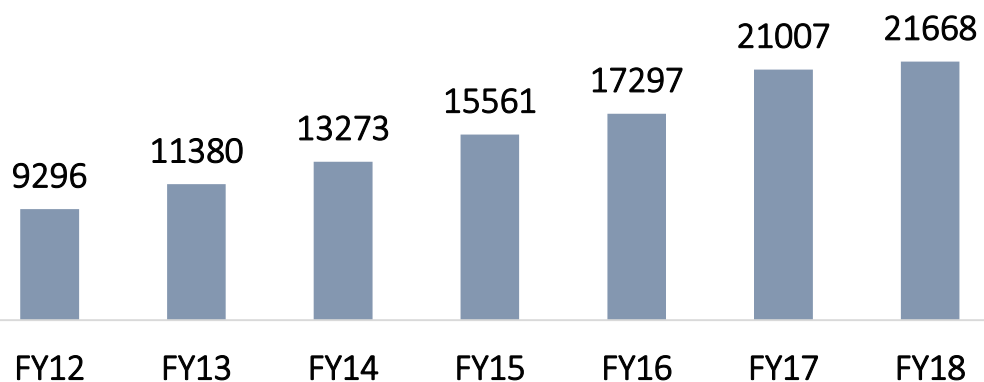
Income from VO (in Lacs)
+5% CAGR



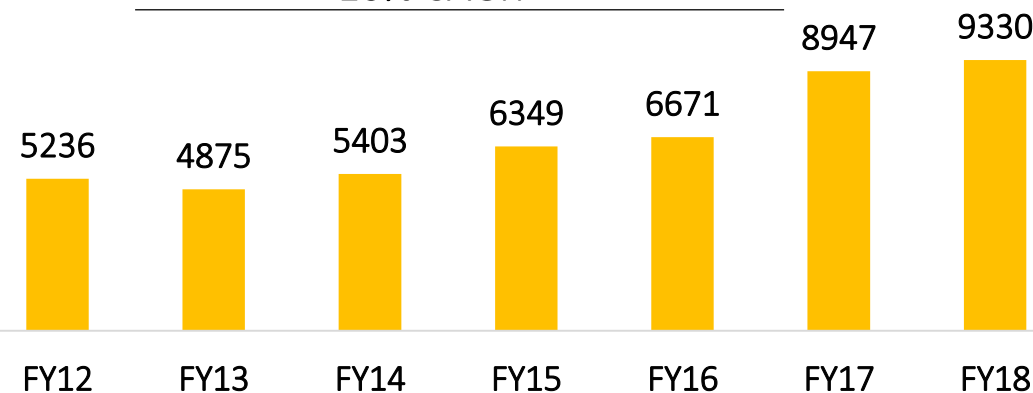
Income from Resorts (in Lacs)
+18% CAGR



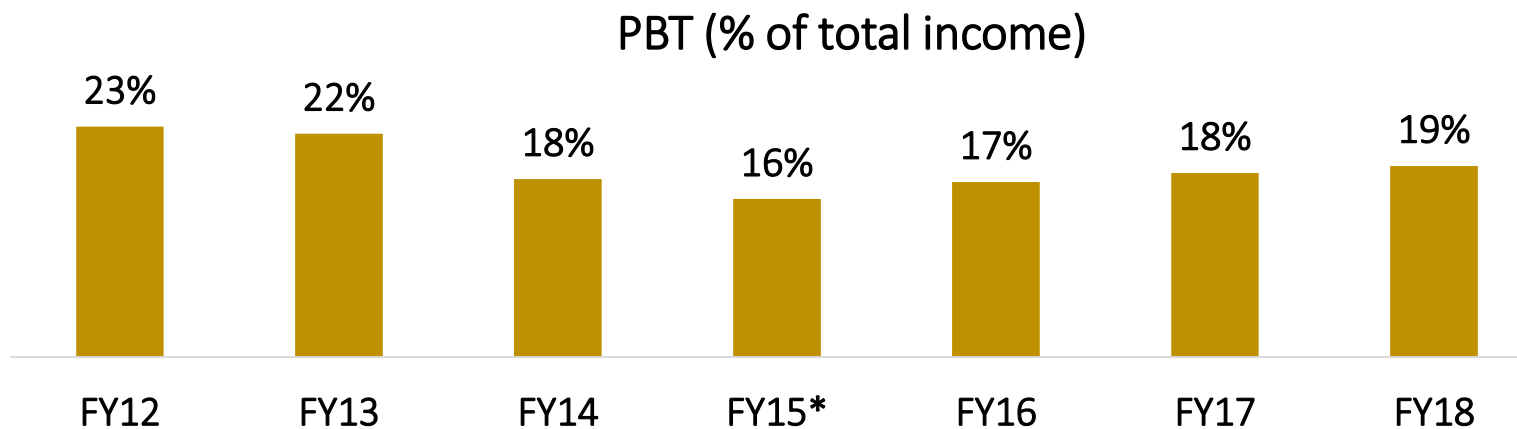
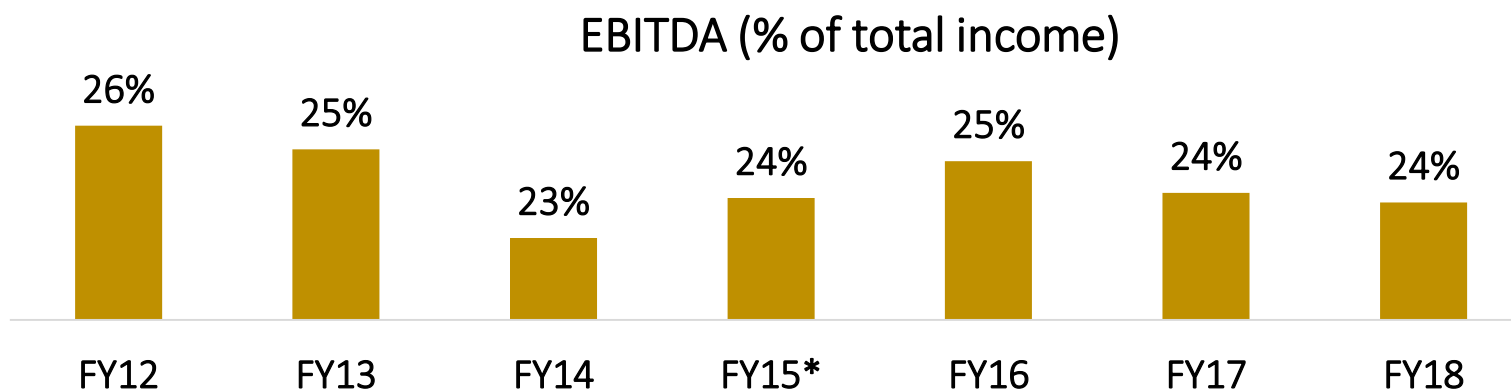
Income from ASF (in Lacs)
+15% CAGR



Interest & Other Income (in Lacs)
+10% CAGR



Consistent Financial Performance



* Before exceptional item

- Total income at Rs 306 Crores vs. Rs 309 Crores in Q4'17
- PAT at Rs 38.5 Crores vs. Rs 31.8 Crores in Q4'17
- Added 6,321 members during Q4'18
- Cumulative member base at 235,792
- Total inventory count at 3,472

Summary

Key indicators (no.)	Q4 FY 18	Q3 FY 18	Q4 FY 17	YOY
New Member - added	6,321	4,194	6,177	2.3%
Cumulative Members	~235K	~229K	~218K	

FY 18	FY 17	YOY
18,225	18,557	-1.8%
~235K	~218K	

(All figures in Rs. Lakhs)

Key indicators	Q4 FY 18	Q3 FY 18	Q4 FY 17	YOY
Income	30,599	26,583	30,894	-0.9%
Expenses	24,656	21,646	25,934	-4.9%
Profit before Tax (PBT)	5,943	4,937	4,960	19.8%
Profit after Tax (PAT)	3,856	3,176	3,182	21.2%

FY 18	FY 17	YOY
109,419	109,038	0.3%
88,704	88,944	-0.3%
20,715	20,094	3.1%
13,436	13,065	2.8%

Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q4 FY 18	Q3 FY 18	Q4 FY 17	YOY
Income from sale of VO	16,417	12,730	18,596	-11.7%
ASF	5,804	5,430	5,027	15.5%
Resort Income	4,956	5,608	4,693	5.6%
Others	2,438	2,312	2,051	18.9%
Non operating income	984	503	527	86.7%
Total Income	30,599	26,583	30,894	-1.0%

FY 18	FY 17	YOY
54,494	58,328	-6.6%
21,668	21,007	3.1%
20,927	19,036	9.9%
9,330	8,947	4.3%
3,000	1,720	74.4%
109,419	109,038	0.3%

Resort Details

Resort Details	Q4 FY 18	Q3 FY 18	Q4 FY 17	YOY
No of Resorts	55	53	49	-
No of Rooms (units)	3,472	3,362	3,152	10.2%
Occupancy %	85%	85%	86%	-
ARR (in Rs)	4,370	4,505	4,226	3.4%

FY 18	FY 17	YOY
55	49	-
3,472	3,152	10.2%
85%	85%	-
4,484	4,556	-1.6%

(All figures in Rs. Lakhs)

Resort Income	Q4 FY 18	Q3 FY 18	Q4 FY 17	YOY
Room	966	1,117	889	8.7%
F&B	2,995	3,445	2,864	4.6%
Holiday Activity & Others	995	1,046	940	5.9%
Total	4,956	5,608	4,693	5.6%

FY 18	FY 17	YOY
4,036	3,446	17.1%
12,931	11,989	7.9%
3,960	3,601	10.0%
20,927	19,036	9.9%

Profit & Loss Statement (Standalone)

(All figures in Rs. Lakhs)

Particulars	Q4 FY 18	Q3 FY 18	Q4 FY 17	FY 18	FY 17
Income from operations	29,615	26,080	30,367	106,419	107,318
Non-operating income	984	503	527	3,000	1,720
Total income	30,599	26,583	30,894	109,419	109,038
Employee expenses	6,432	6,095	6,463	24,284	22,529
Finance Cost	2	1	1	5	2
Depreciation	1,292	1,348	1,483	5,480	6,053
Sales & Marketing Expenses	7,482	4,856	6,296	21,875	22,749
Rent	2,800	2,743	2,106	10,641	8,345
Other expenses	6,648	6,603	9,585	26,419	29,266
Total expenditure	24,656	21,646	25,934	88,704	88,944
Profit Before Tax	5,943	4,937	4,960	20,715	20,094
Profit After Tax	3,856	3,176	3,182	13,436	13,065

Financial Performance - Consolidated

Segment Revenue

(All figures in Rs. Lakhs)

Particulars	FY 18	FY 17	Growth
- MHRIL	109,957	107,047	2.7%
- HCRO	124,969	118,928	5.1%
Total Segment Revenue	234,926	225,975	4.0%
- Other un-allocable revenue*	132	2,299	-
Revenue from Operations	235,058	228,274	2.9%

* Regrouped for translation difference

Segment Results

(All figures in Rs. Lakhs)

Particulars	FY 18	FY 17	Growth
-MHRIL	20,489	16,959	20.8%
-HCRO	6,709	2,308	190.7%
Segment Results	27,198	19,267	42.1%
- Un-allocable expenditure net of un-allocable income	(1,401)	1,975	
Segment Results before translation difference	25,797	21,242	21.4%
- Translation difference on foreign currency borrowings	(4,140)	1,170	
Total Segment Results	21,657	22,412	-3.4%

Consolidated Profit & Loss Statement

(All figures in Rs. Lakhs)

Particulars	FY 18	FY 17
Income from operations	231,692	226,661
Non-operating income*	3,366	1,613
Total income	235,058	228,274
Cost of Vacation Ownership weeks	25,025	25,593
Employee expenses	54,352	51,277
Finance Cost*	2,233	1,972
Depreciation	9,998	10,592
Other expenses	117,653	117,598
Total expenditure	209,261	207,032
Profit Before Translation Difference & Tax	25,797	21,242
Translation Difference on foreign currency borrowings*	(4,140)	1,170
Profit Before Tax	21,657	22,412
Profit After Tax & NCI	13,237	14,858
Total Comprehensive Income	19,276	11,680

* Regrouped for translation difference

Thank you

Contact Information

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