Mahindra Holidays & Resorts India Limited

Q2 FY18 Investor Presentation Nov 01, 2017



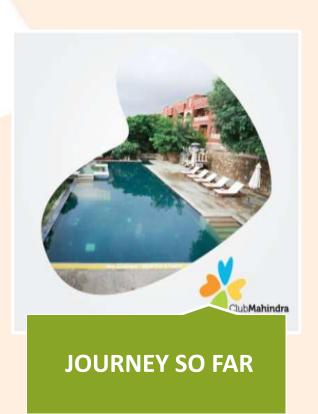
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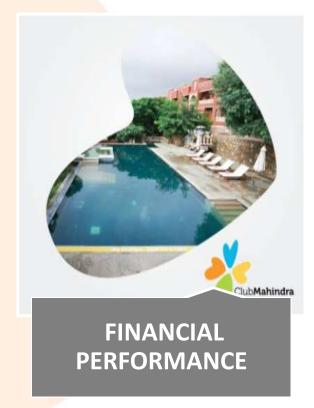


Content









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

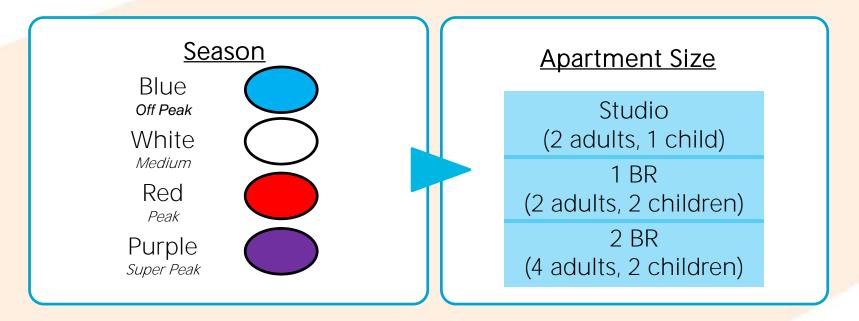
Our Mission

• Good Living, Happy Families.



Our CMH 25 year product

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



And the journey continues...

Member Base

225,635

Occupancy

81%

CAPS

58%

Inventory

3302

Resorts

53

Sales Location

114



Awards & Accolades



















Resort Diversity

Hill Stations

- Manali, Shimla, Naldhera, 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
- Austria
- 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)

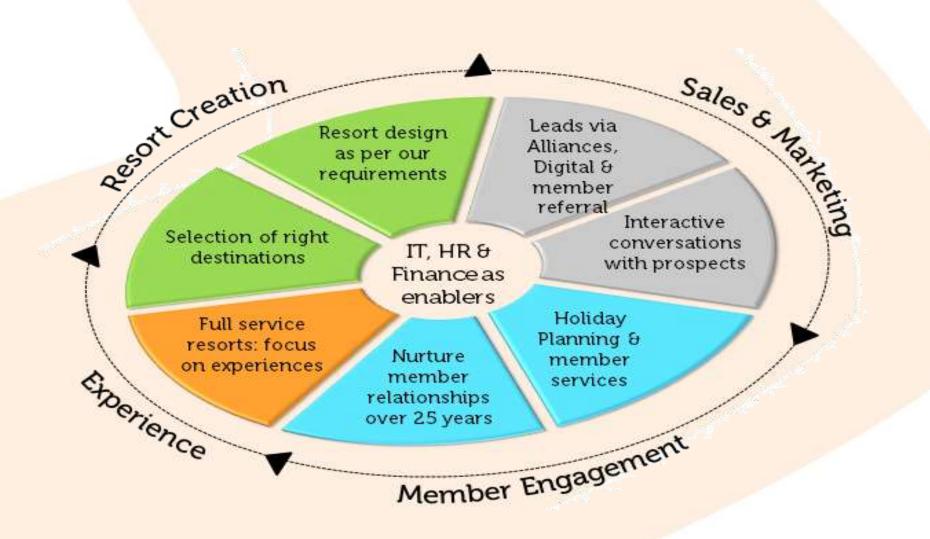
"Diversity of Resort locations" – members can holiday in any resort

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

Our Proposition different from conventional VO

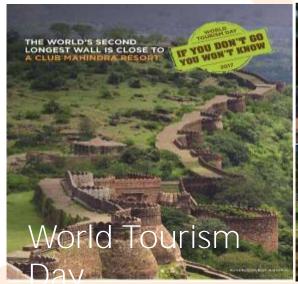


Fully Integrated Value Chain

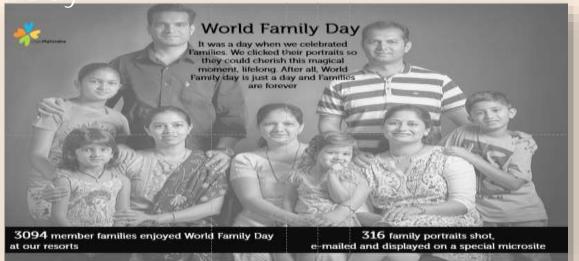




Brand Building Initiatives





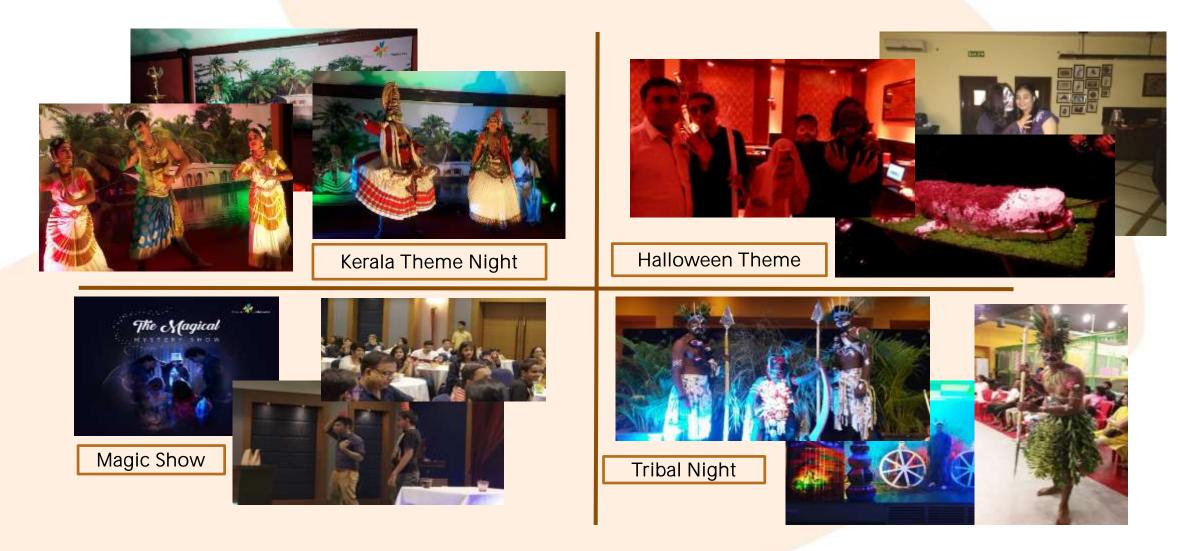








Themed F & B Experience





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 Q.2 Business Update



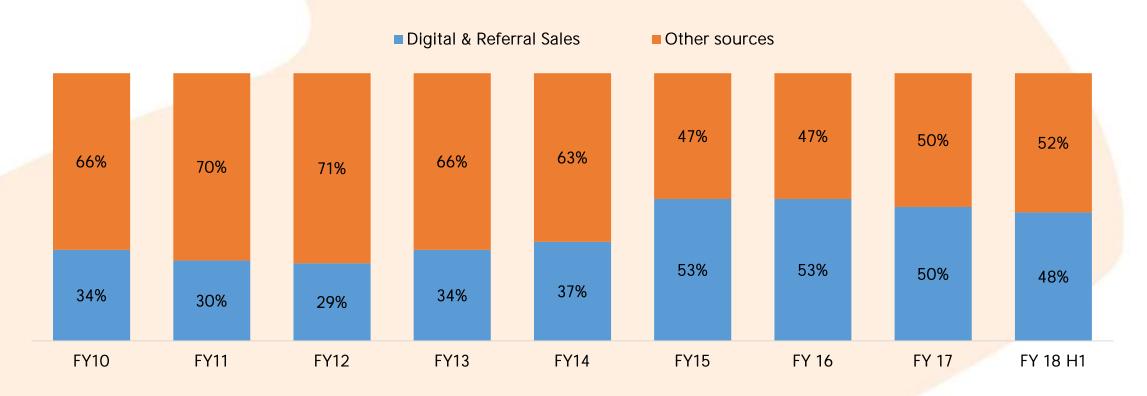
Consistent Increase in Member Base





Growth through Digital & Referrals

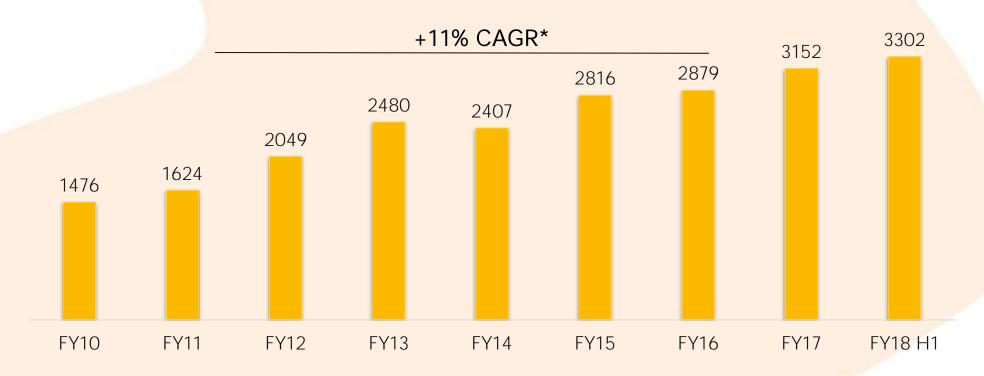
Sales Mix by source of lead





Ensuring Healthy Inventory Addition

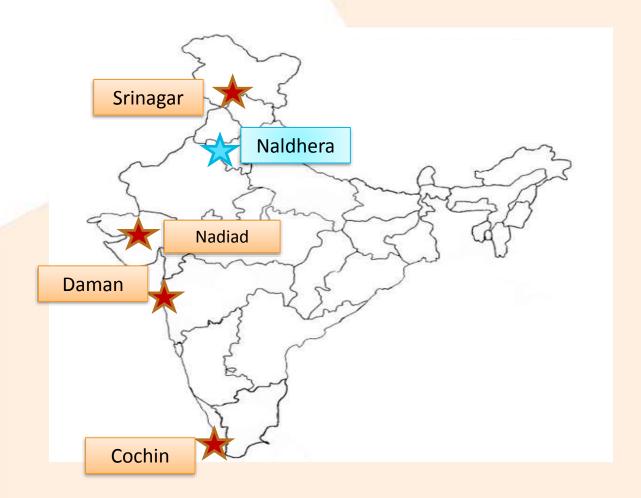
Cumulative Inventory (Number of Units)



^{*} CAGR from FY10 to FY17



53 resorts Across India and Abroad



Resort footprint

Inventory Addition in Q2 FY18 - 95 rooms

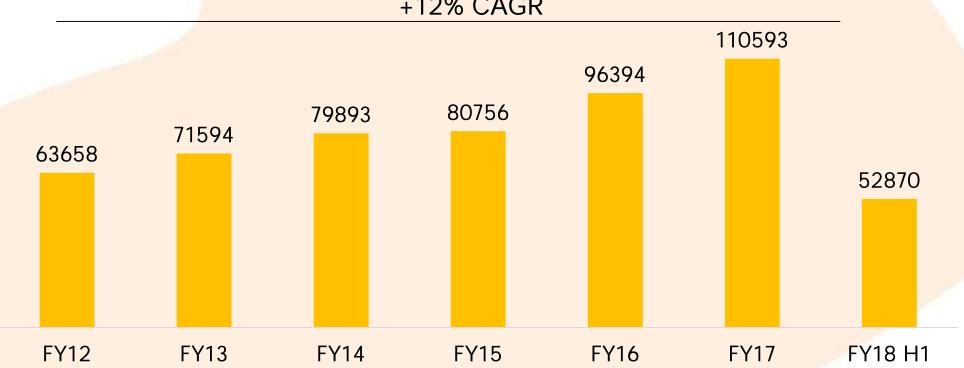
- Kochi 30 units
- Singapore 25 units
- Srinagar -20 units
- Nadiad 15 units
- Ganapatipule 5 units

Financial Performance Trend



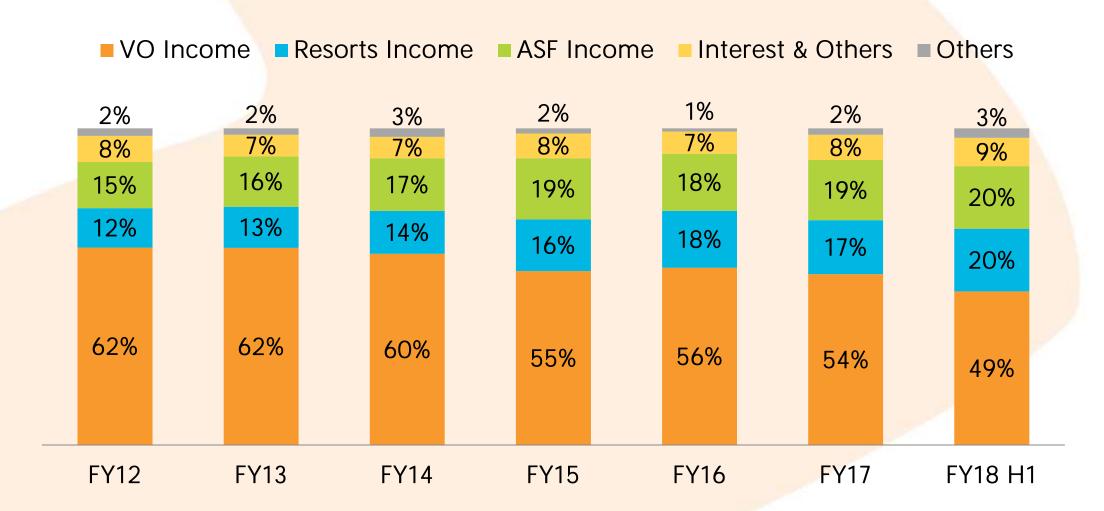
Total Income





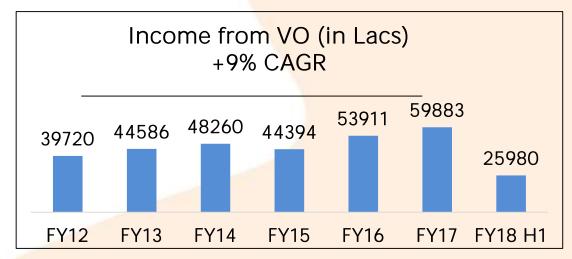


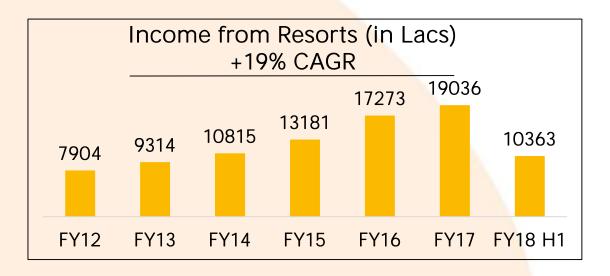
Revenue Mix

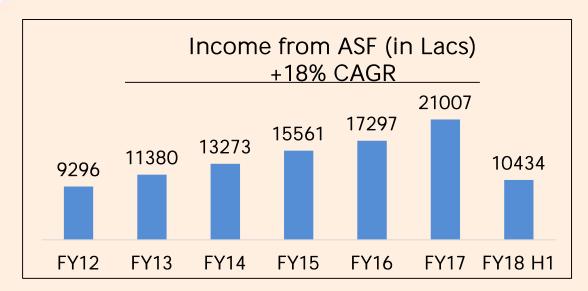


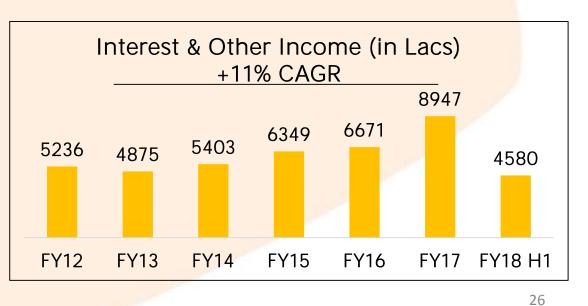


Consistent Financial Performance



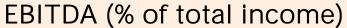


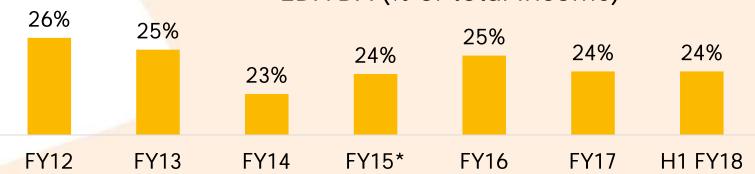


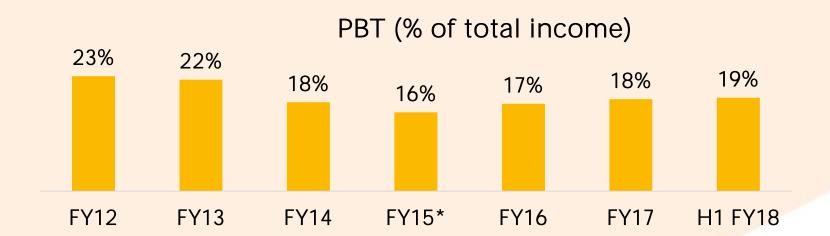




Consistent Financial Performance







^{*} Before exceptional item



Q2 FY18 Highlights

- Total income at Rs 251.9 Crores vs. Rs 261.4 Crores in Q2'17
- PAT at Rs 31.7 Crores vs. Rs 32.9 Crores in Q2'17
- Added 3,705 members during the second quarter, 2018
- Cumulative member base at 225,635



Summary

Key indicators (no.)	Q2 FY 18	Q1 FY 18	Q2 FY 17	YOY
New Member - added	3,705	4,005	4,314	-14.1%
Cumulative Members	~225K	~222K	~207K	

Key indicators	Q2 FY 18	Q1 FY 18	Q2 FY 17	YOY
Income	25,198	27,672	26,146	-3.6%
Expenses	20,316	22,720	21,225	-4.3%
Profit before Tax (PBT)	4,882	4,952	4,921	-0.8%
Profit after Tax (PAT)	3,170	3,234	3,287	-3.5%



Income Break-up

Total Income	Q2 FY 18	Q1 FY 18	Q2 FY 17	YOY
Income from sale of VO	11,816	14,164	13,800	-14.4%
ASF	5,420	5,014	5,505	-1.5%
Resort Income	4,636	5,727	3,957	17.2%
Others	2,463	2,117	2,545	-3.2%
Income from operation	24,335	27,022	25,807	-5.7%
Non operating income	863	650	339	154.6%
Total Income	25,198	27,672	26,146	-3.6%



Resort Details

Resort Details	Q2 FY 18	Q1 FY 18	Q2 FY 17	YOY
No of Resorts	53	50	46	-
No of Rooms (units)	3,302	3,207	3,004	9.9%
Occupancy %	81%	89%	80%	-
ARR (in Rs)	4,108	4,976	4,153	-1.1%

Resort Income	Q2 FY 18	Q1 FY 18	Q2 FY 17	YOY
Room	873	1,080	601	45.3%
F&B	2,906	3,585	2,596	11.9%
Holiday Activity & Others	857	1,062	760	12.8%
Total	4,636	5,727	3,957	17.2%



Profit & Loss Statement (Standalone)

Particulars	Q2 FY 18	Q1 FY 18	Q2 FY 17
Income from operations	24,335	27,022	25,807
Non-operating income	863	650	339
Total income	25,198	27,672	26,146
Employee expenses	5,470	6,287	5,435
Finance Cost	1	1	-
Depreciation	1,413	1,427	1,527
Other expenses	13,432	15,005	14,263
Total expenditure	20,316	22,720	21,225
Profit Before Tax (PBT)	4,882	4,952	4,921
Profit After Tax (PAT)	3,170	3,234	3,287

Thank you

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