

The background features four large, overlapping, rounded shapes in different colors: a large orange shape on the left, a blue shape at the top, a yellow shape on the right, and a green shape at the bottom. The text is centered within these shapes.

Club Mahindra

Chennai
July 28, 2015

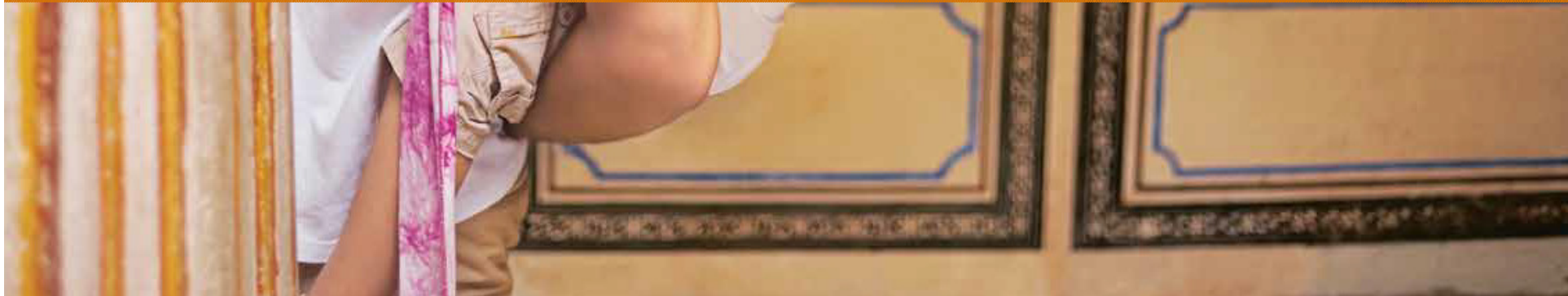


Vacation Ownership Defined

- Model
- Leisure family holidays
- Variety of destinations
- Benefits
 - Flexibility
 - Affordability



Good Living. Happy Families.
"Creating Magical Moments"





'Mahindra' Brand stands for 'Timeless Trust'

- 'Mahindra' stands for timeless trust across range of products and services, built over seven decades and has been an integral part of our nation's growth story.
- 'Club Mahindra' has built trust & credibility, in an otherwise trust-deficit category
- 'Club Mahindra' has acquired 1.86 lac members in its journey of two decades.



Club Mahindra: By the Numbers

Founded in 1996

Footprint & Expansion

- 46* Resorts including 4 international destinations
- RCI tie up enables holidaying in 4,500+ RCI resorts in 100+ countries
- 2891 rooms*
- Net addition of 409 rooms in FY14-15; 75 in Q1FY16

Members

- Over 186,000 Members
- 82% resort occupancy

* As of June 30, 2015



Club Mahindra Offering

25 years of family vacations

A week of vacation every year

Resorts at mountains, forest reserves, deserts, beaches, hill stations and around cities

Offers adventure, wildlife, heritage, backwaters and beach vacations in India & abroad



Unlocking Unexplored Destinations

- We take pride in gaining deeper understanding of member needs and creating newer destinations which members look forward to exploring
- We have redefined the concept of holidaying for families by unlocking unexplored destinations and adding to the repertoire of holidaying options in India & abroad

Unique destinations



Kandaghat

- Nearest airport: Chandigarh (82 km)



Kumbalgarh

- Nearest railway station: Udaipur (80 km)



Munnar

- Nearest airport: Kochi (110 km)



Virajpet

- Nearest airport: Mysore (115 km), Bangalore (265 km)



Binsar

- Nearest airport: Delhi (380 km)



Unique Offerings

Food & Dining

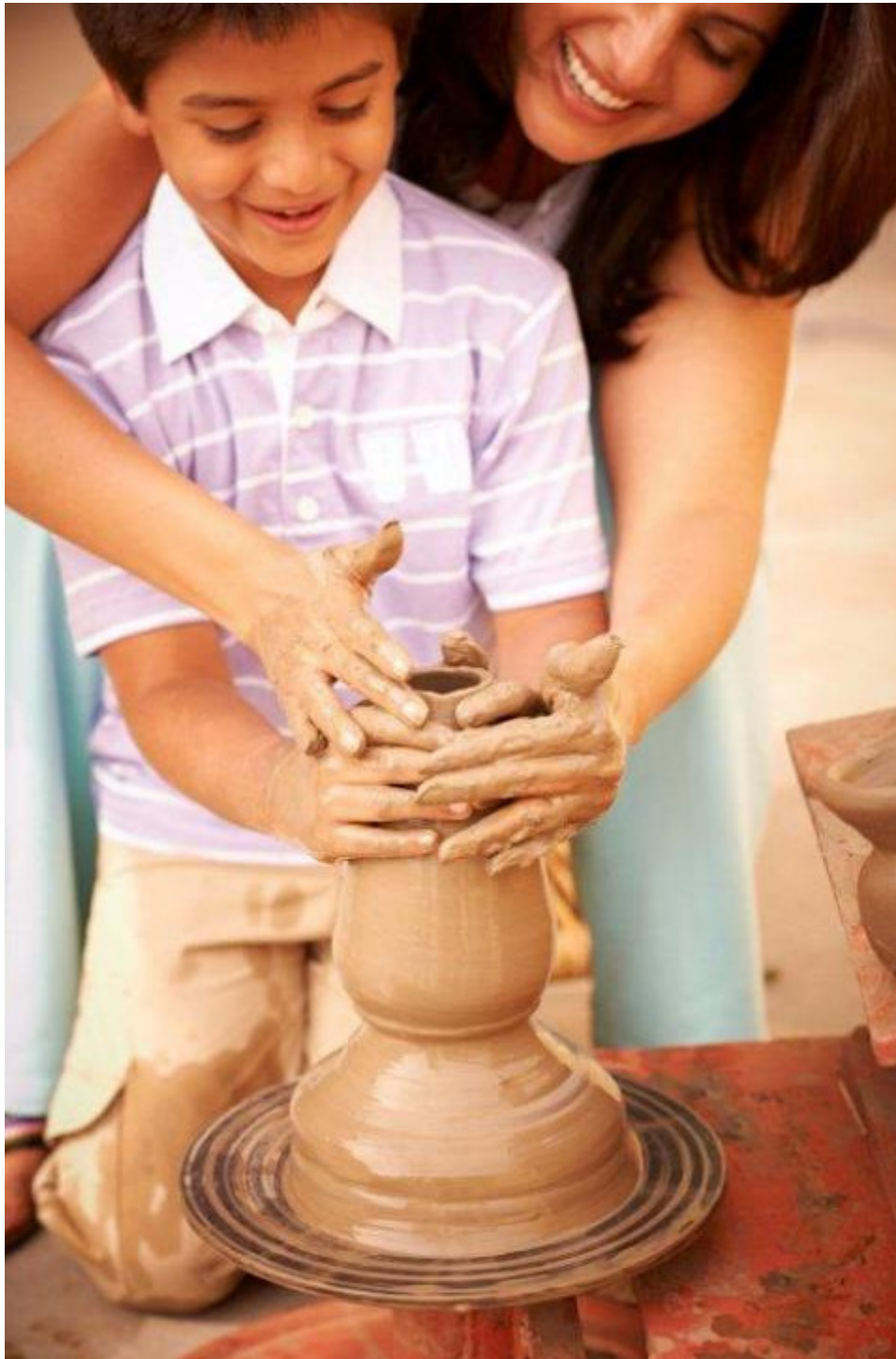
- Local, national & international cuisine
- Exclusive dining range for children – Fun Dining
- Separate preparation for Jain / pure vegetarian food
- Gourmet Express – Unique in-room dining concept, packaged in disposable boxes

Spa Services

- Wide range of spa offerings
- Highly experienced therapists
- Wide range of rejuvenating therapies –
 - Shirodhara
 - Snehana Abhyangam
 - Kizhi Therapy
 - Aroma Therapies

Holiday Activities

- Highly trained Fun Rovers and Holiday Champs to take charge of kids at resorts
- Uniquely crafted activities for different resorts integrating local themes, such as -
 - Land & Aqua Zorbing
 - Puppet Making
 - Signature Trails
 - Pottery
 - Adventure Activities





Club Mahindra Announcement



Club Mahindra Announcements

- Expansion Plans
- Member Engagement
- Referrals & Digital
- Q1 Financials



Resort Expansion - Mount Serene, Munnar

- Mount Serene, Munnar
 - 2nd Property in Munnar
 - 51 Units - 39 studio rooms, 12 one-bedroom apartments





Unique Experience - Kashmir

- Houseboats at Dal Lake, Srinagar
– 24 Units





Expansion Plans

- 700 Units in the next 2-3 years
- 3 Greenfield Projects – Naldhera (Shimla), Assanora (Goa) & Dharamsala (HP)
- Further expansion in Ashtamudi (Kerala) & Kandaghat (Shimla)



'Heart to Heart' - Being a Member Is Different

- Unique member engagement program called 'Heart to Heart'
- Create opportunities for members to engage over unique experiences in their city

Objectives :

- Drive member engagement
- Address any membership or service related queries, share resort updates and encourage members to holiday at newer resorts

Outcomes:

- Member delight
- Quicker resolution of member concerns
- Opportunity to drive member referrals





'Heart to Heart'

- 'Heart to Heart' Ahmedabad – June 2015



Zumba



Tarot Card Reading



Art & Craft Workshop



Foot Spa



Servicing Member Queries



Tattoo Artist



'Heart to Heart'

- Meet & Greet with star cast of *Dil Dhadkne Do* (Delhi & Mumbai) – June 2015



- Minions Movie Screening – July 2015





Referrals & Digital

- Growing contribution to business by Digital + Referral leads –
 - 54% of sales Q1FY16
- Growth in Online holiday bookings by members
 - Web penetration at 58% in Q1FY16

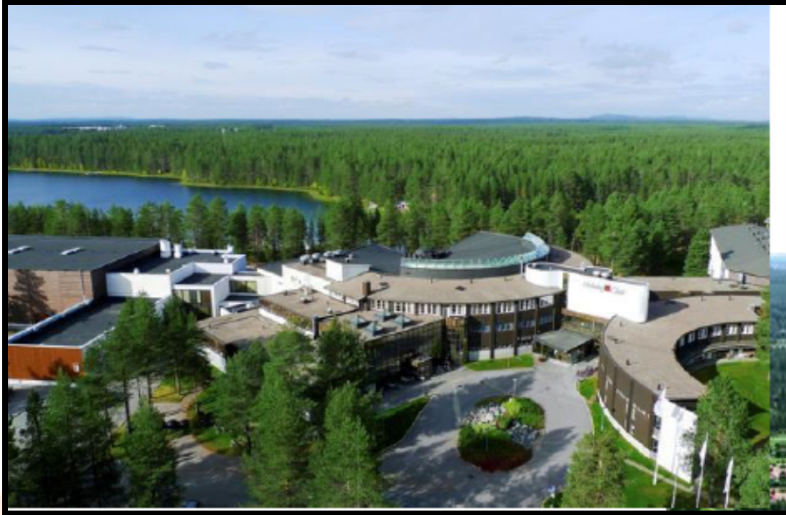


Acquisition

- Stake increase from 23% to 88% in Holiday Club Resorts, Oy, Finland, (HCR), one of the most respected brands in Europe, subject to regulatory approvals
- HCR has ~50,000 Members, 30 Resorts across Europe
- Combined entity will become No. 1 Vacation Ownership Company, outside of US

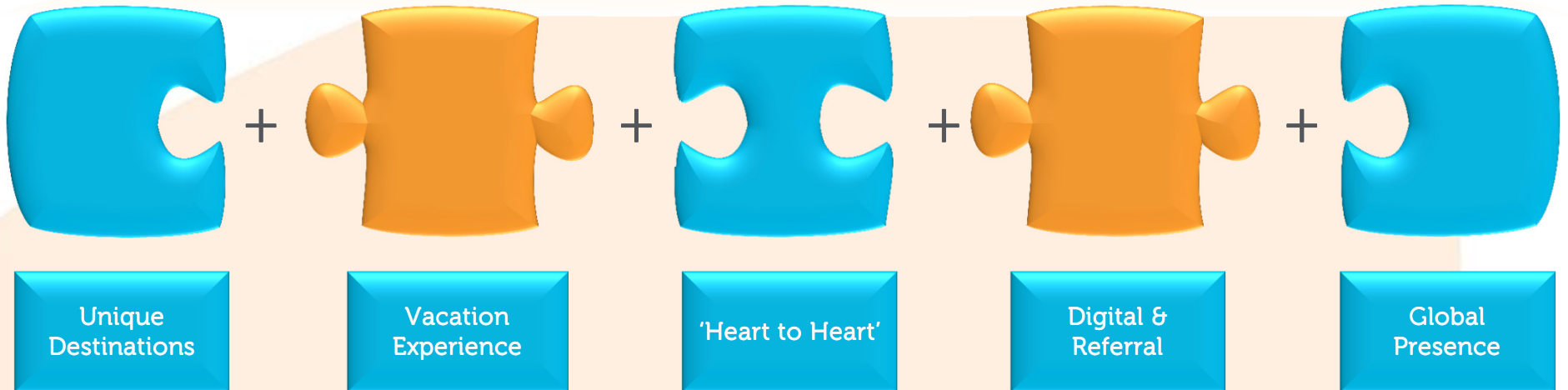


Holiday Club Resorts





Summary



Unique
Destinations

Vacation
Experience

'Heart to Heart'

Digital &
Referral

Global
Presence

A large, light green, abstract shape resembling a stylized leaf or a curved arrow points from the bottom left towards the top right. The shape is filled with a solid, vibrant green color. The text "Thank You" is written in a white, sans-serif font, positioned diagonally across the upper portion of the green shape. The background is plain white.

Thank You