



Mahindra Holidays &
Resorts India Limited

Q2 FY18
Investor Presentation
Nov 01, 2017



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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

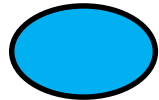
- Good Living, Happy Families.

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

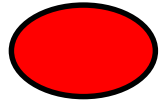
Blue
Off Peak



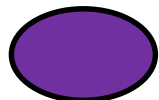
White
Medium



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

And the journey continues...

Member Base

225,635

Occupancy

81%

CAPS

58%

Inventory

3302

Resorts

53

Sales Location

114

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

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

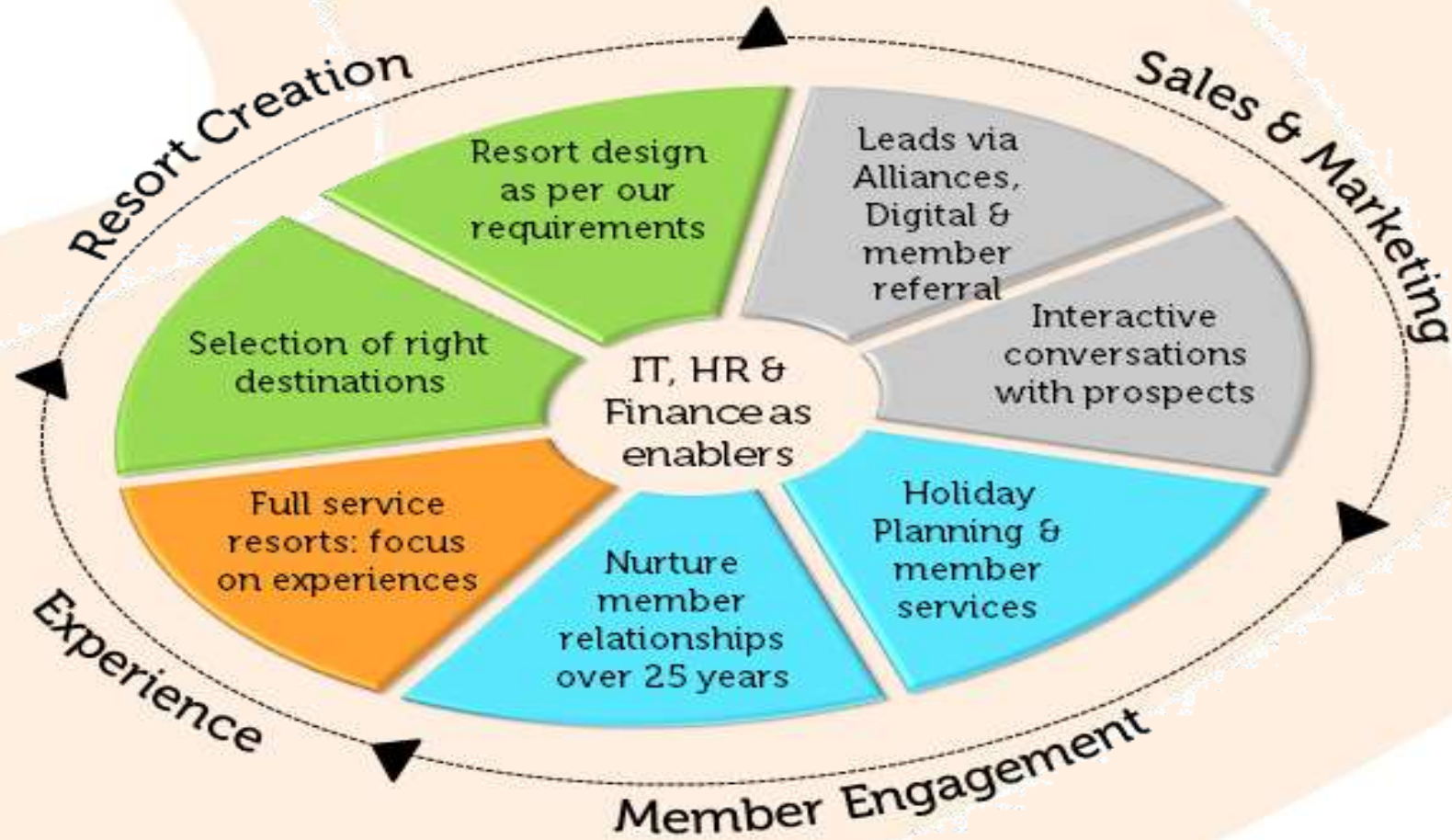
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

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

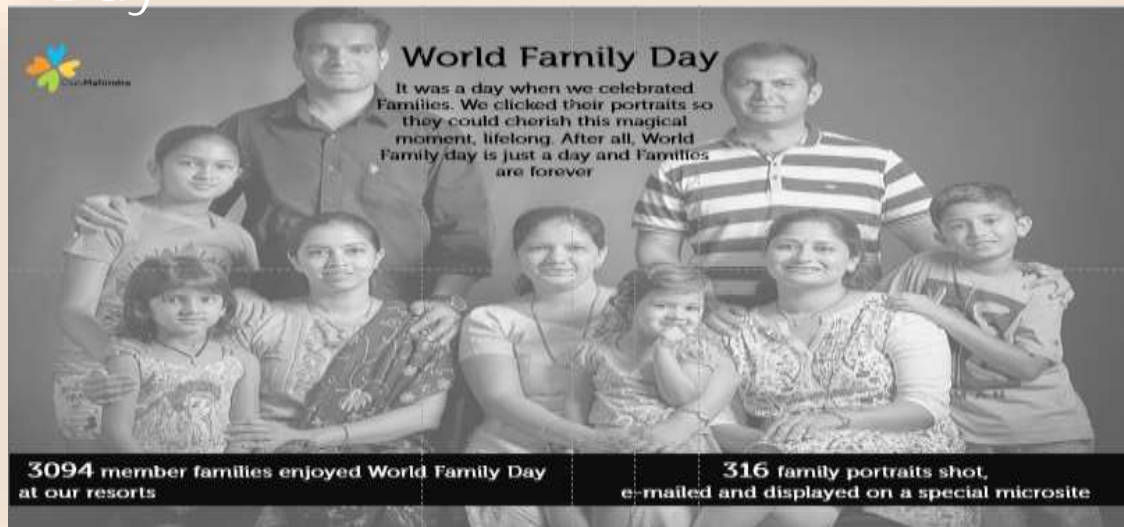
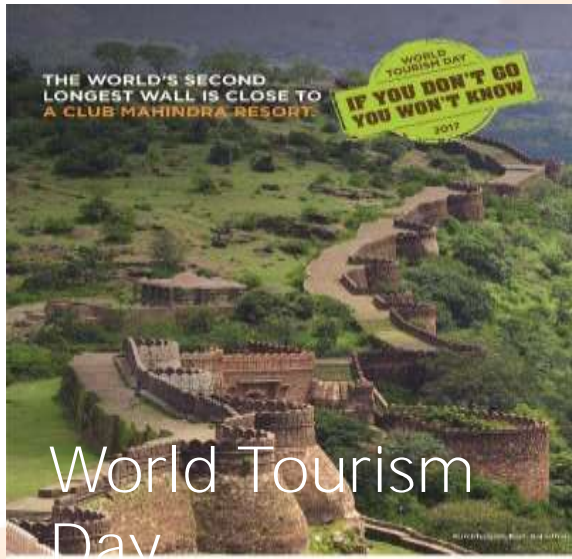
Full Service Resorts. Cater to needs of all members in the family

Our Proposition different from conventional VO

Fully Integrated Value Chain



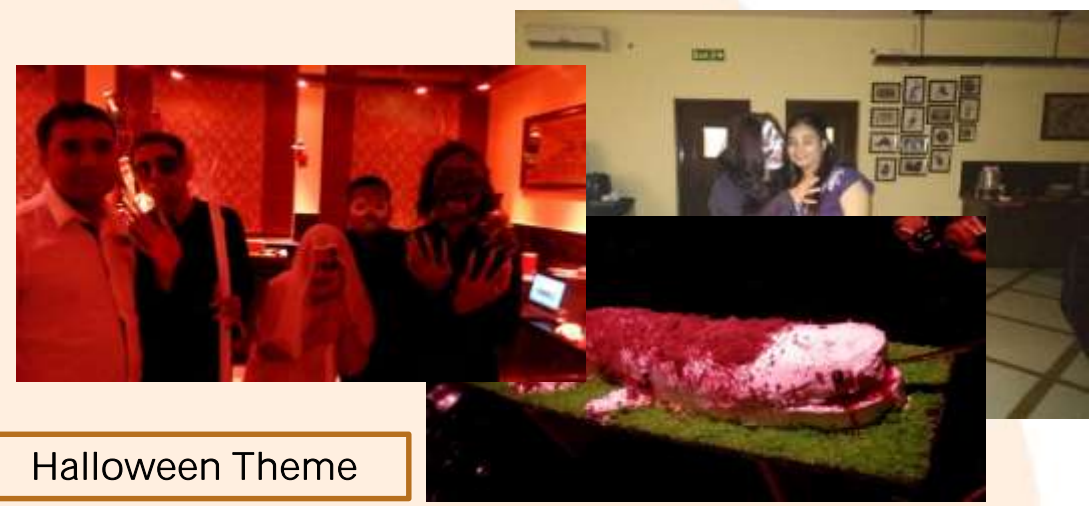
Brand Building Initiatives



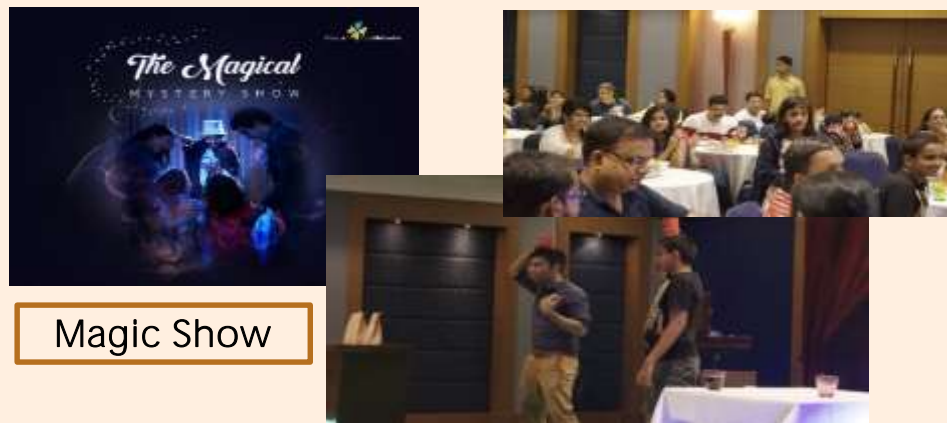
Themed F & B Experience



Kerala Theme Night



Halloween Theme



Magic Show



Tribal Night



50th
Resort

NALDHERA, Pristine Peaks

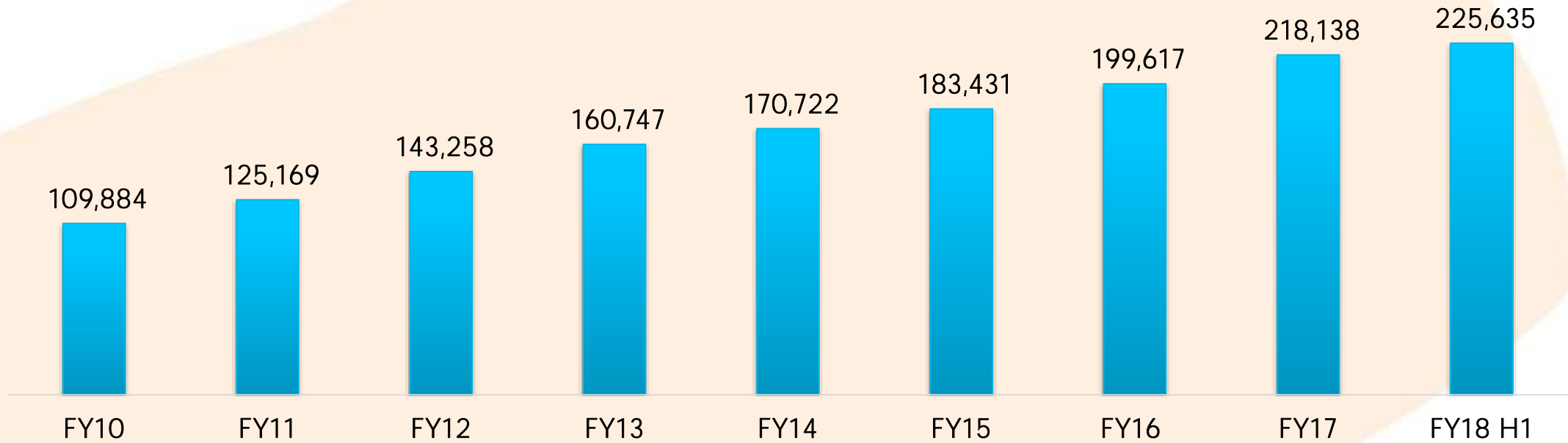


- Situated at 7,500ft alt, is the untouched hill of Himalayas – Naldhera
- Majestic British era architecture
- Located 21kms from Shimla
- Next to renowned golf course



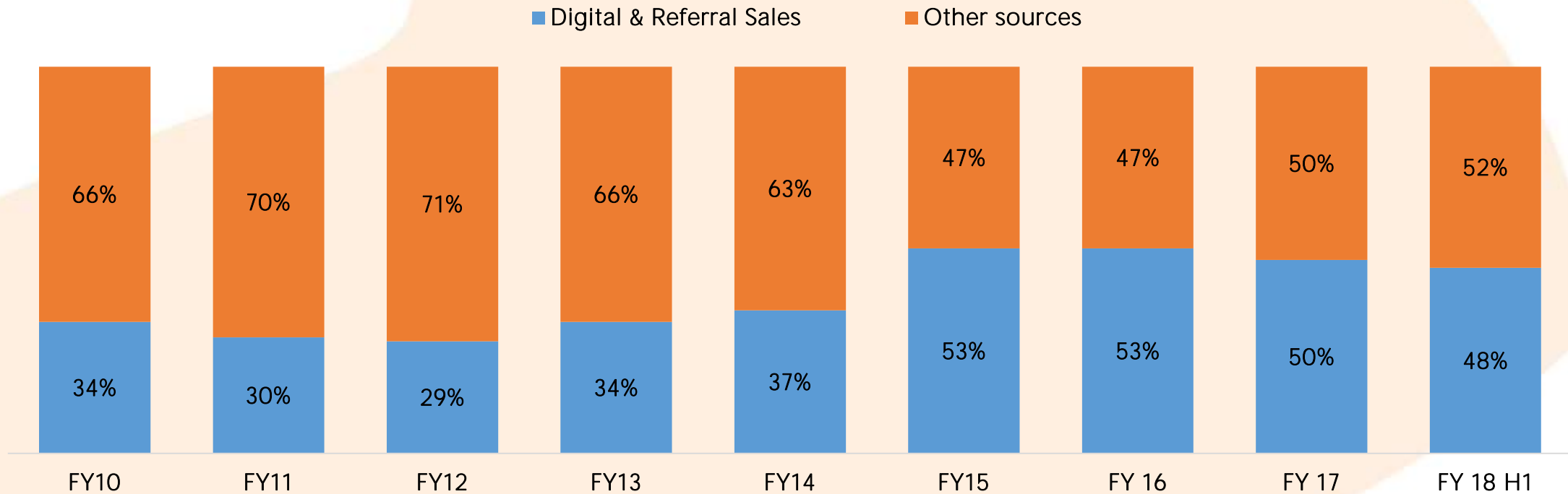
FY 18 Q2
Business Update

Consistent Increase in Member Base



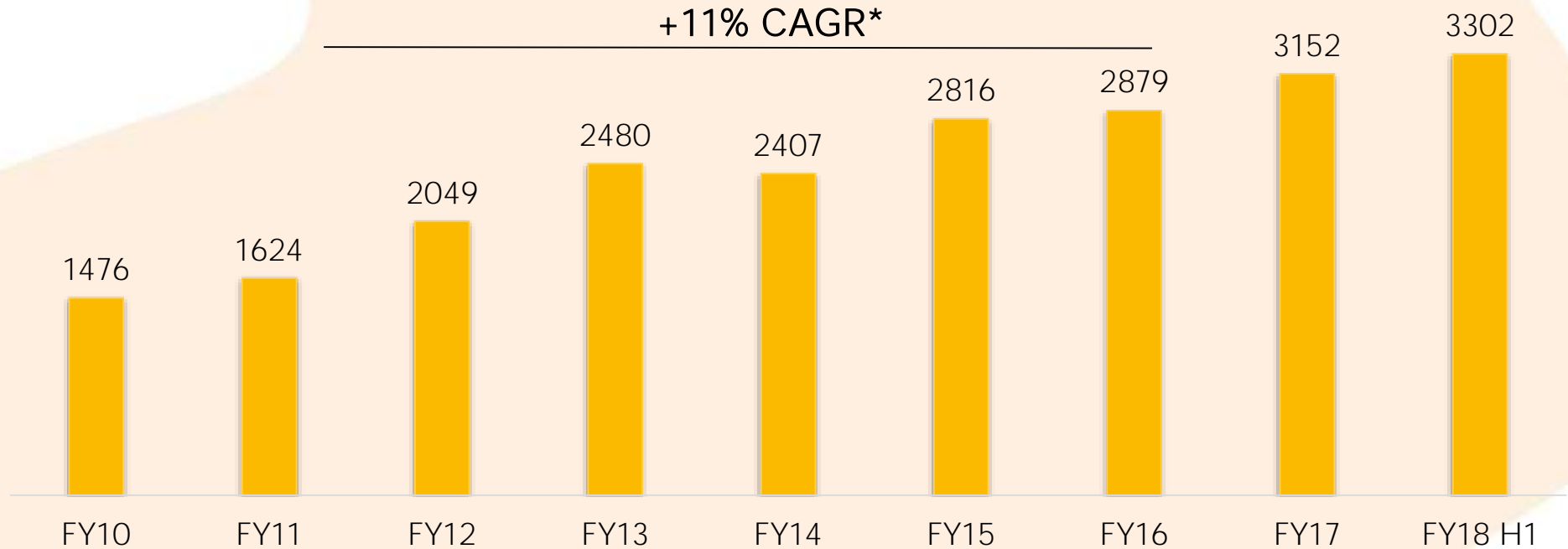
Growth through Digital & Referrals

Sales Mix by source of lead



Ensuring Healthy Inventory Addition

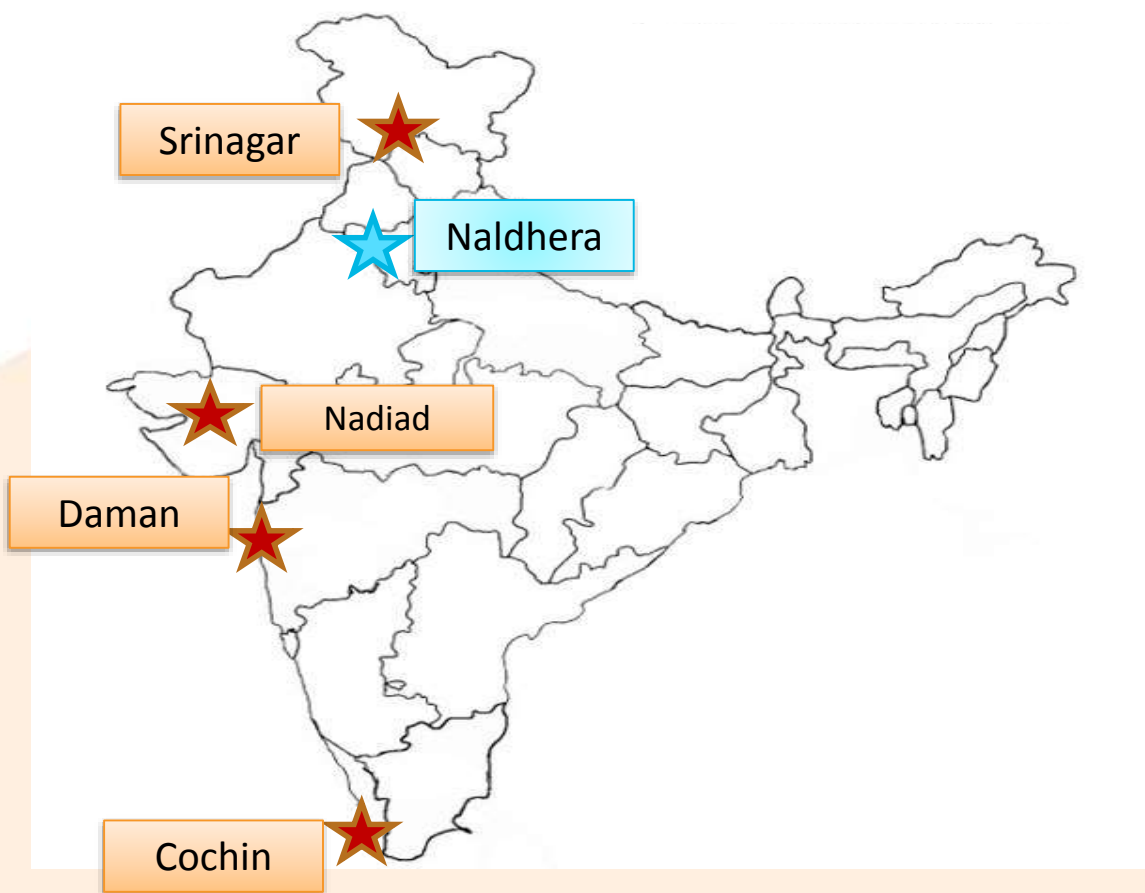
Cumulative Inventory (Number of Units)



* CAGR from FY10 to FY17

Resort footprint

53 resorts Across India and Abroad



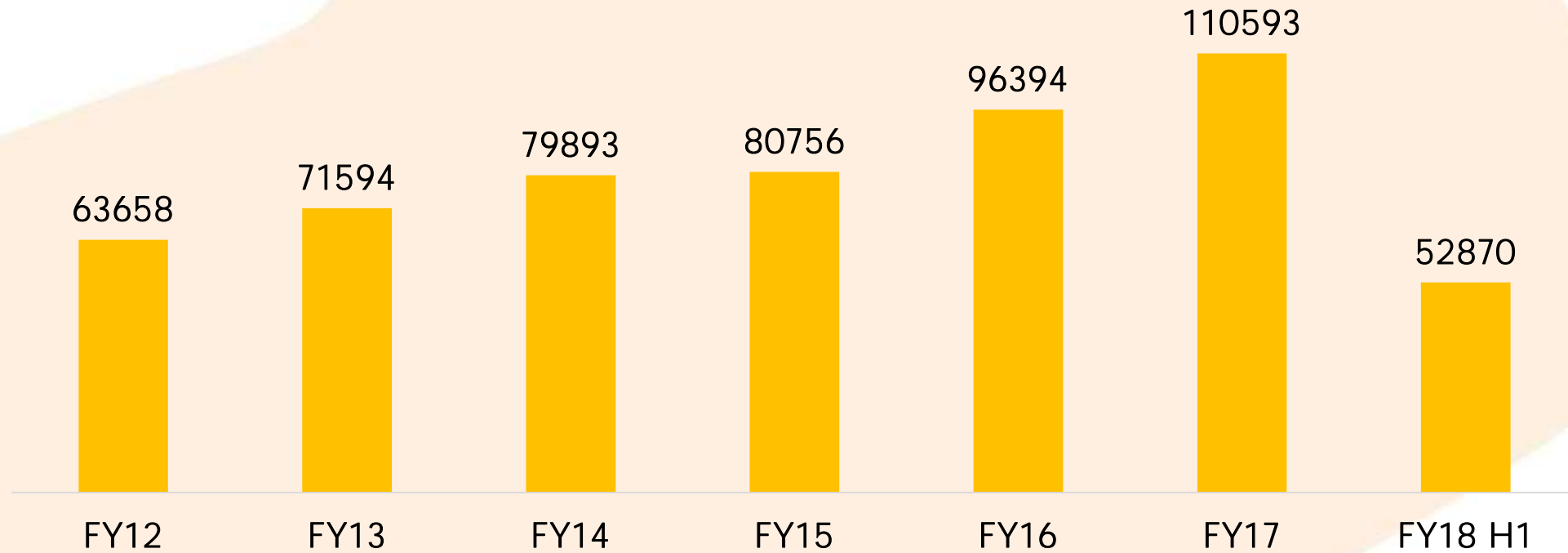
Inventory Addition in Q2 FY18 - 95 rooms

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

Financial Performance Trend

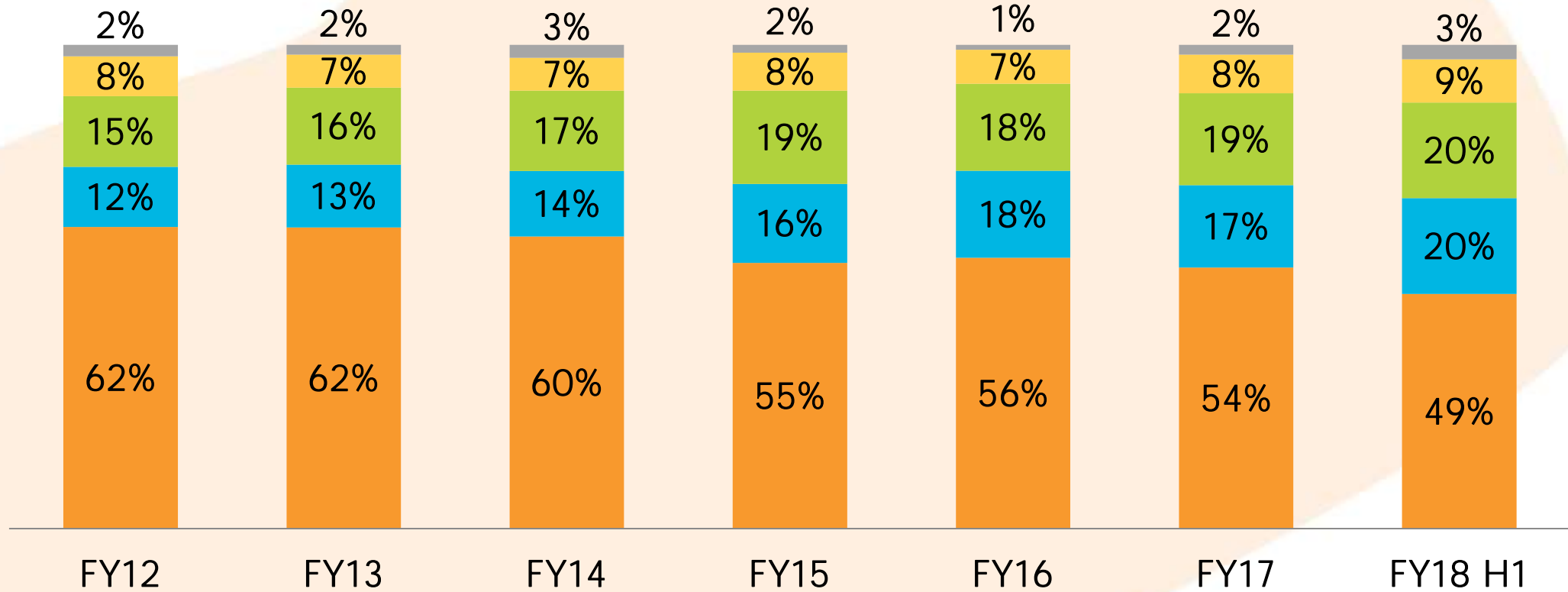
Total Income

Total Income (in Lacs)
+12% CAGR

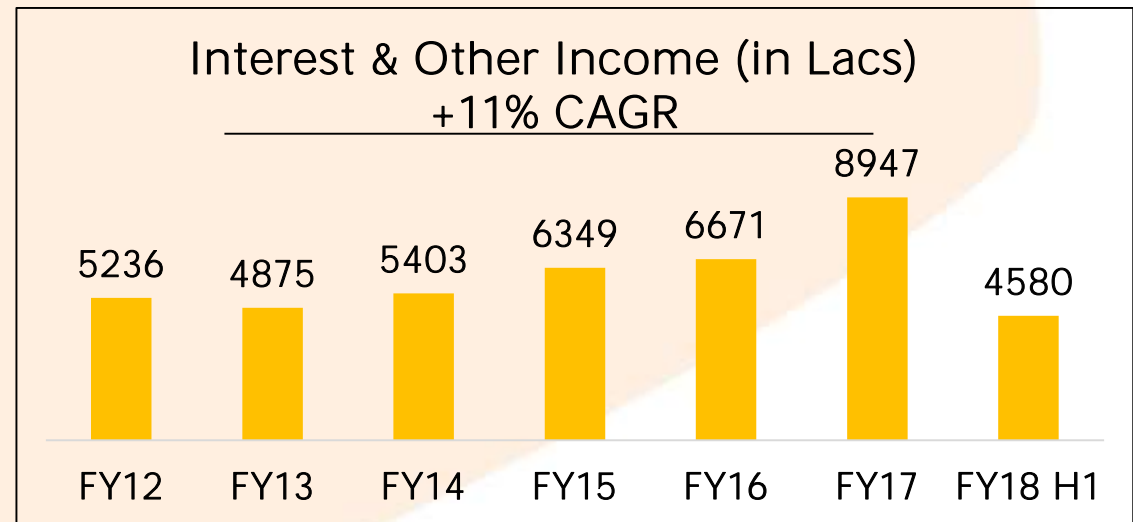
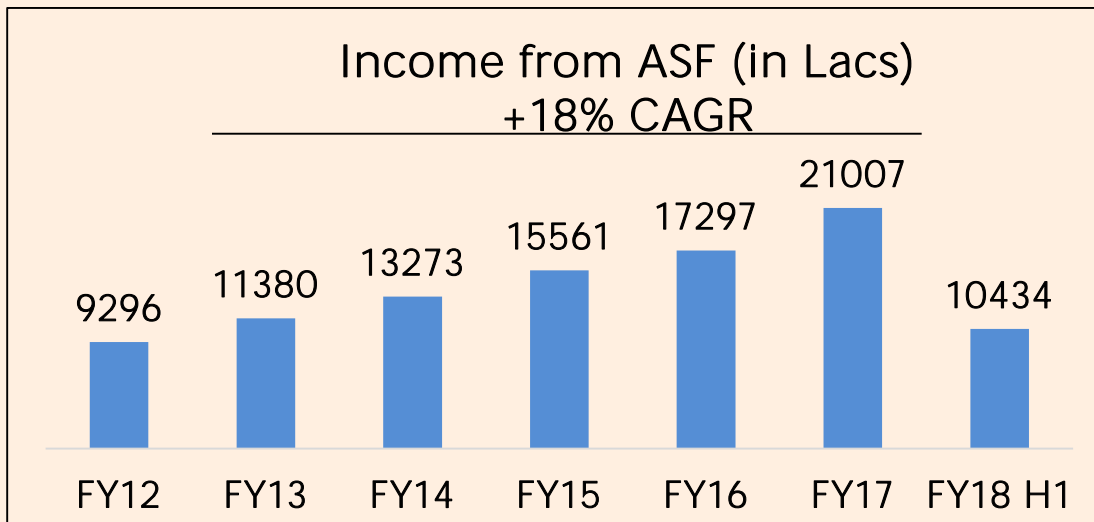
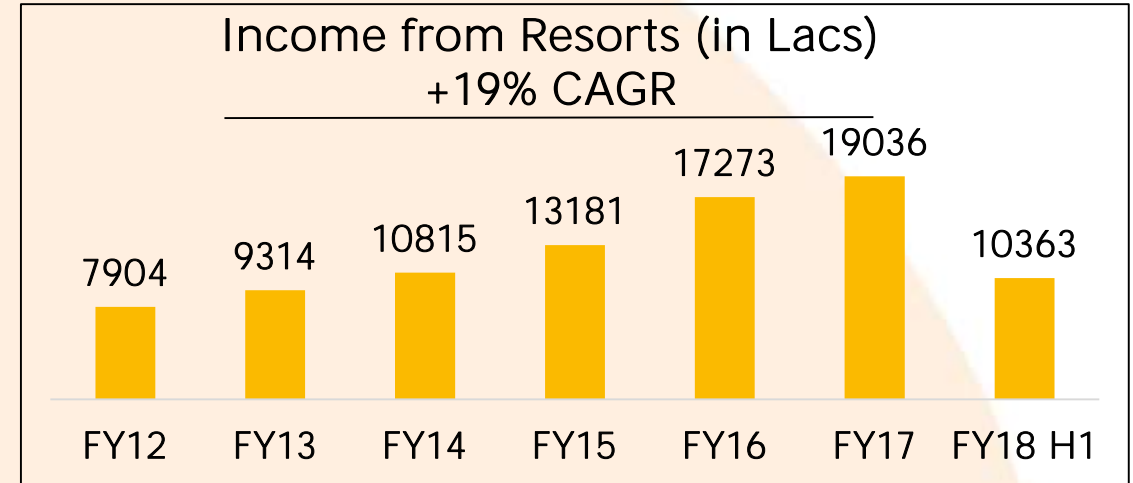
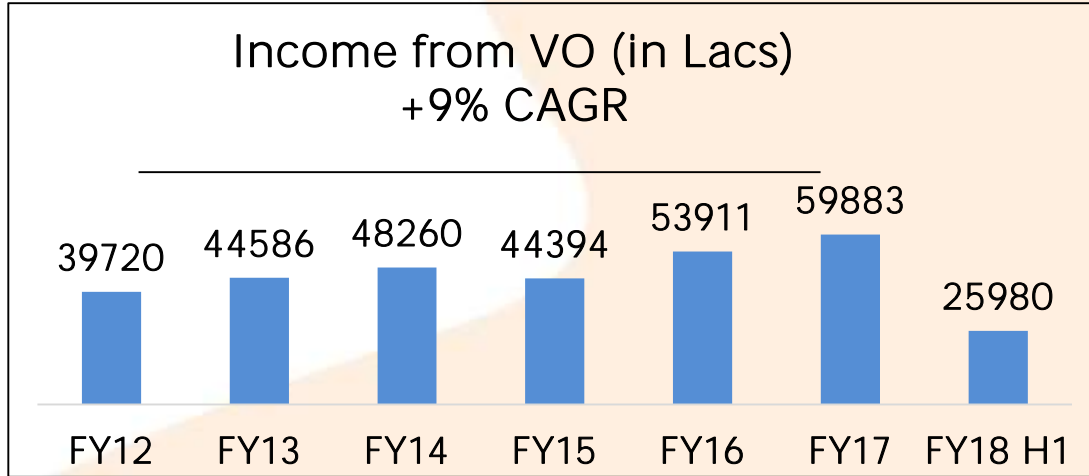


Revenue Mix

■ VO Income
 ■ Resorts Income
 ■ ASF Income
 ■ Interest & Others
 ■ Others



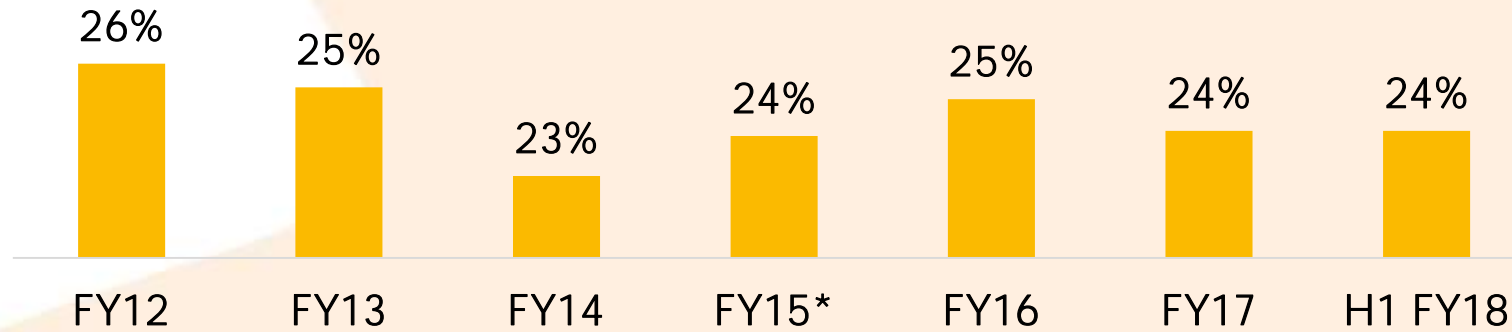
Consistent Financial Performance



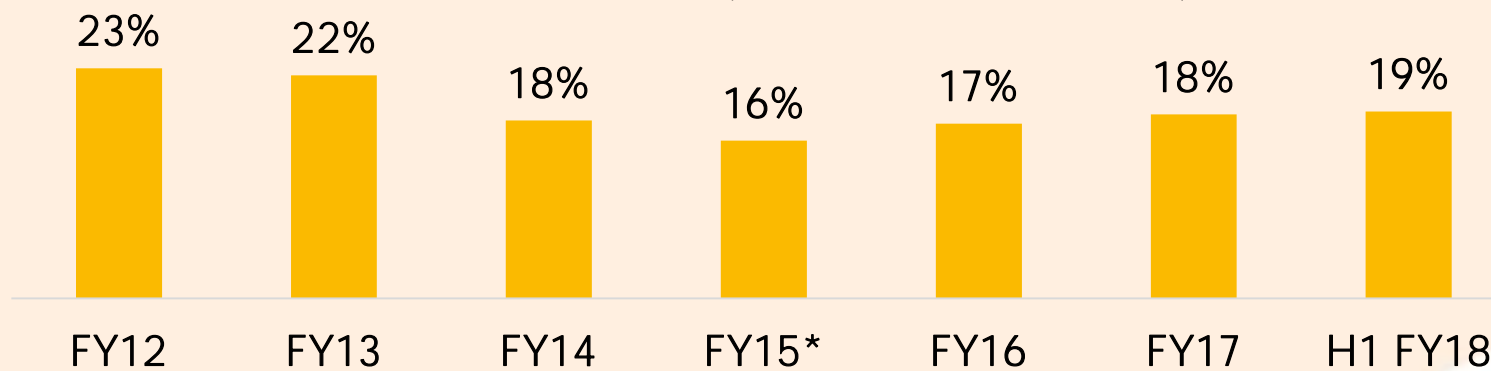
* CAGR from FY12 to FY17

Consistent Financial Performance

EBITDA (% of total income)



PBT (% of total income)



* 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

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	

(All figures in Rs. Lakhs)

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

(All figures in Rs. Lakhs)

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%

(All figures in Rs. Lakhs)

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)

(All figures in Rs. Lakhs)

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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