



Investor Conference

Mumbai

Mahindra Holidays & Resorts India Ltd.



INTRODUCTION



JOURNEY SO FAR



FINANCIAL
PERFORMANCE



ACCOLADES

Introduction

Established in 1996, Mahindra Holidays is today a leading player in the leisure hospitality industry in India. Our brand assures customers of an unflinching quality and memorable family experiences

Our Credo

- Make Every Moment Magical



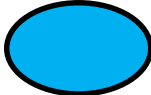

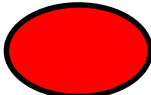

Our Mission

- Good Living, Happy Families.

Our Product

25 year memberships for 7 nights/8 days every year in any of our 46 resorts in India & abroad

Season

Blue <i>Off Peak</i>	
White <i>Medium</i>	
Red <i>Peak</i>	
Purple <i>Super Peak</i>	

Apartment Size

Studio (2 adults, 1 child)
1 BR (2 adults, 2 children)
2 BR (4 adults, 2 children)

Our Target Member Profile



35+ years of age
Married; 1-2 children (Age 3-15 years)
SEC A+ & A
Owns a car

Appreciates quality family time
Takes regular vacation
Seeking variety
Plans in advance



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



Basis of our Inventory Model

- Large format resorts owned, rest leased
- Why leasing?
 - Testing destination: Ganapatipule, Srinagar
 - Completing circuits: Kerala, Himachal
 - Restriction on fresh regulatory approvals (Mahabaleshwar, Gir)
- From a financial perspective
 - We have leveraged downturn in hotel industry to get good long term leases

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

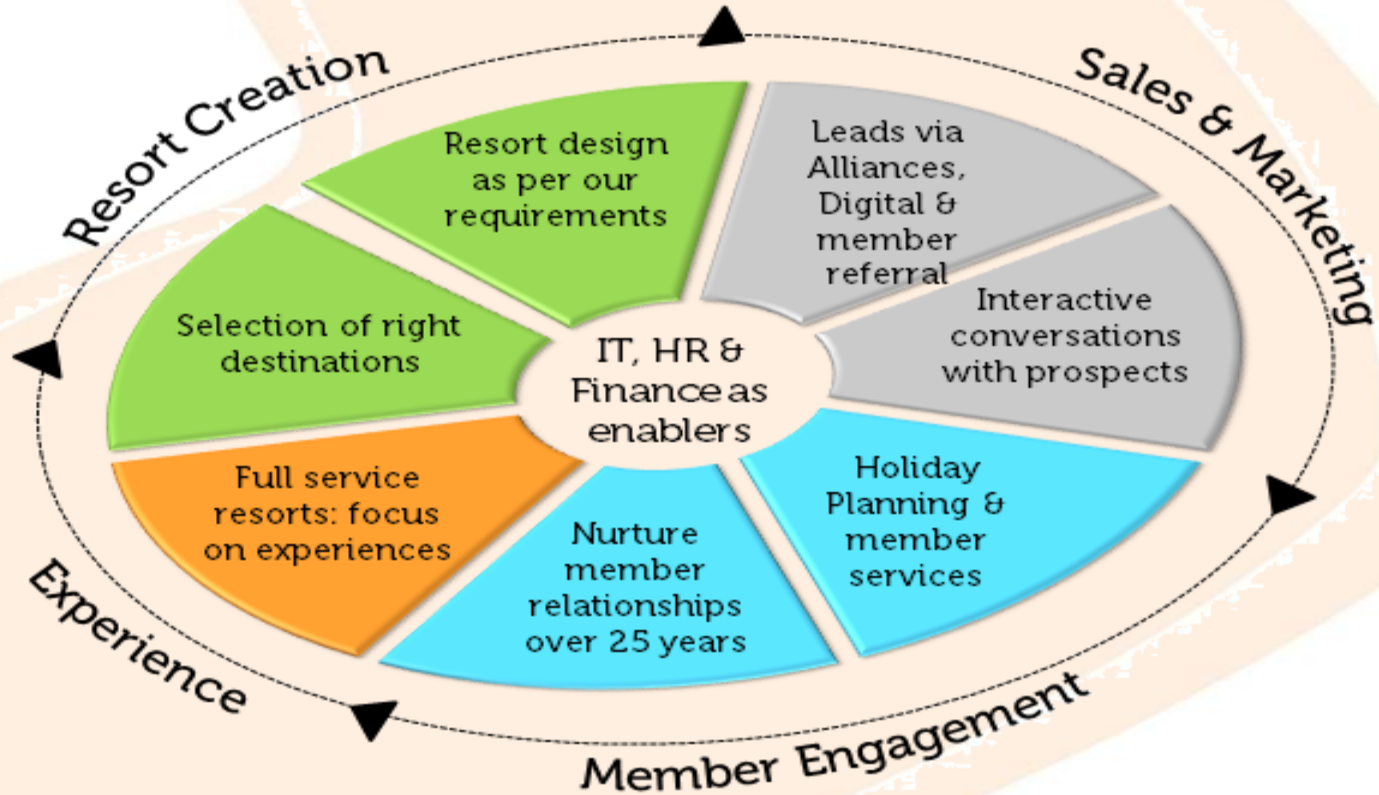
Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

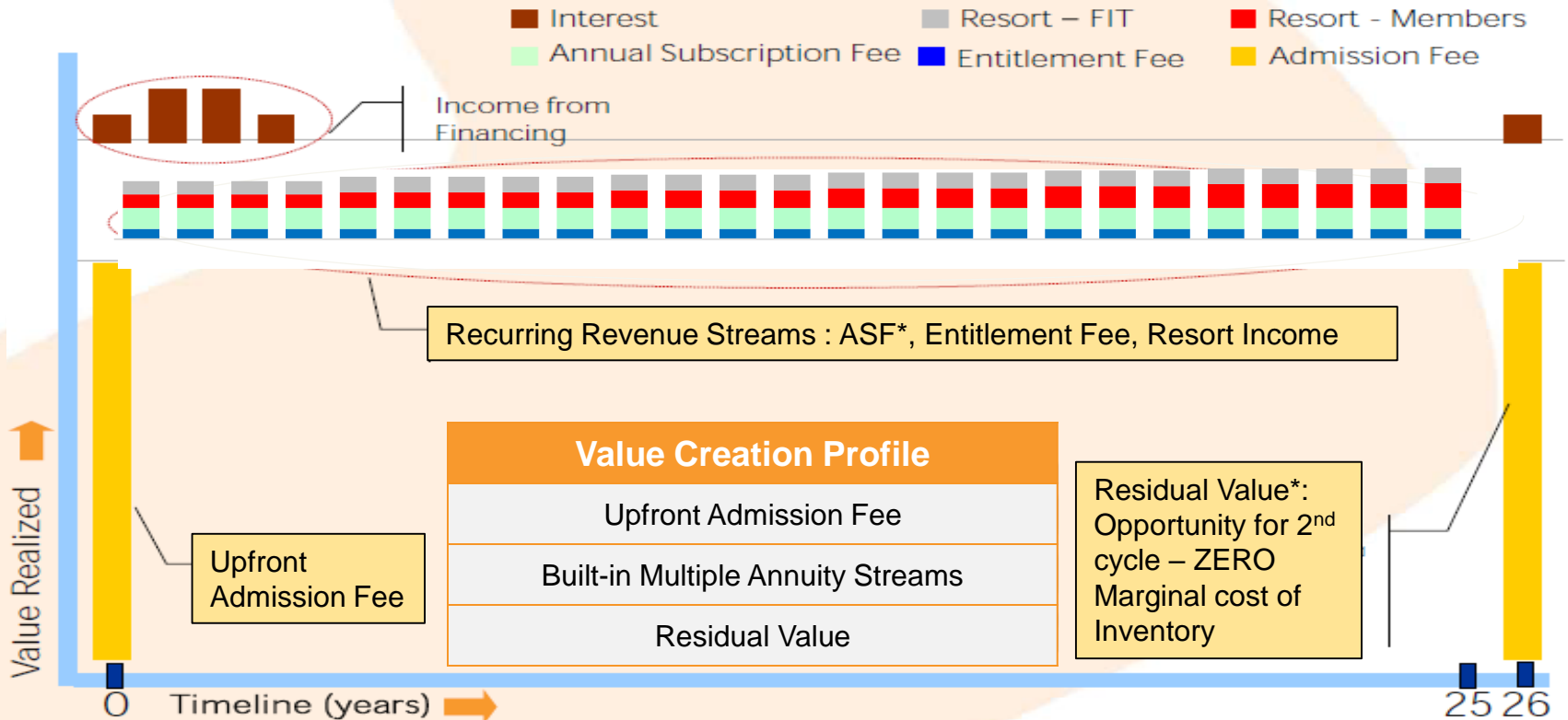
International

- Bangkok
- Innsbruck (Austria)
- Kuala Lumpur
- Dubai

Fully Integrated Value Chain



Revenue Model



*Inflation not considered 11

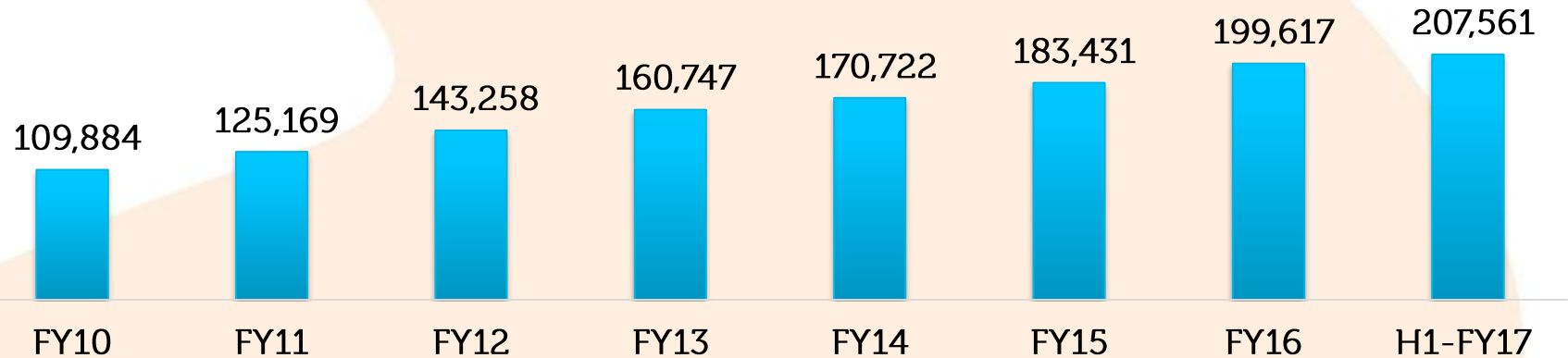
Journey so far



Club Mahindra by Numbers

- Part of the leisure & hospitality sector of 17 Billion USD Mahindra Group
- Currently in its 20th year of operation (Founded in 1996)
- Along with HCR number 1 Vacation Ownership Company outside of the USA
- 46 resorts in India and internationally
- Inventory of 3000+ rooms as of Sep 16
- Over 2,00,000 members
- 4000+ affiliated resorts across the globe through RCI
- 85% resort occupancy in H1-FY17
- 6000+ Employees
- Top line growth of 9.5% and bottom line growth of 20.7% in H1-FY 17 over H1-FY 16

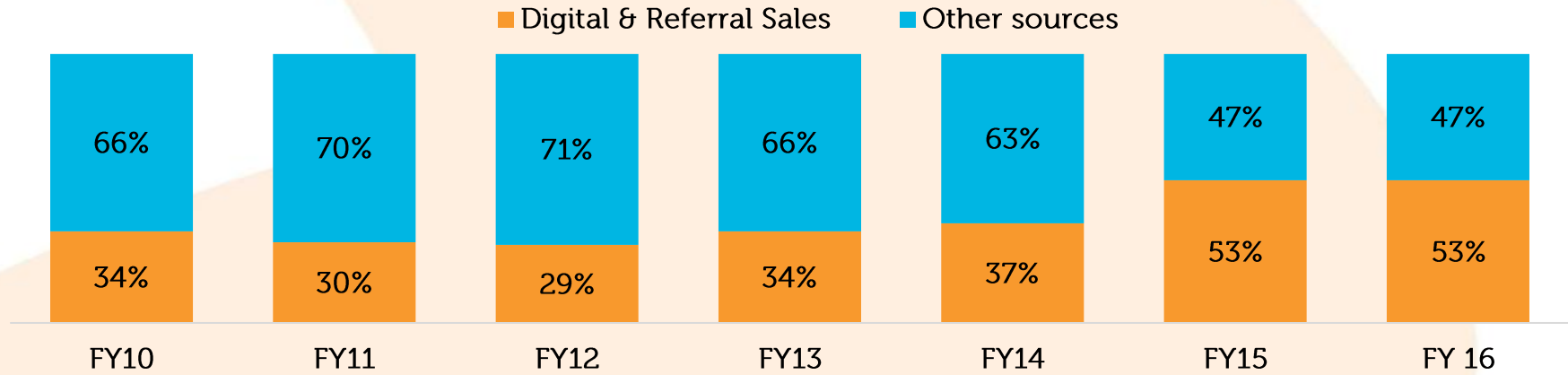
Consistent Increase in Member Base



- Geographical expansion and channel partners in tier 2 cities
- Focus on international markets of Middle East (UAE, Oman, Kuwait, Qatar etc.)
- Increasing contribution of resorts as a channel for new sales
- Emphasis on pull based approach towards prospects

Growth through Digital & Referrals

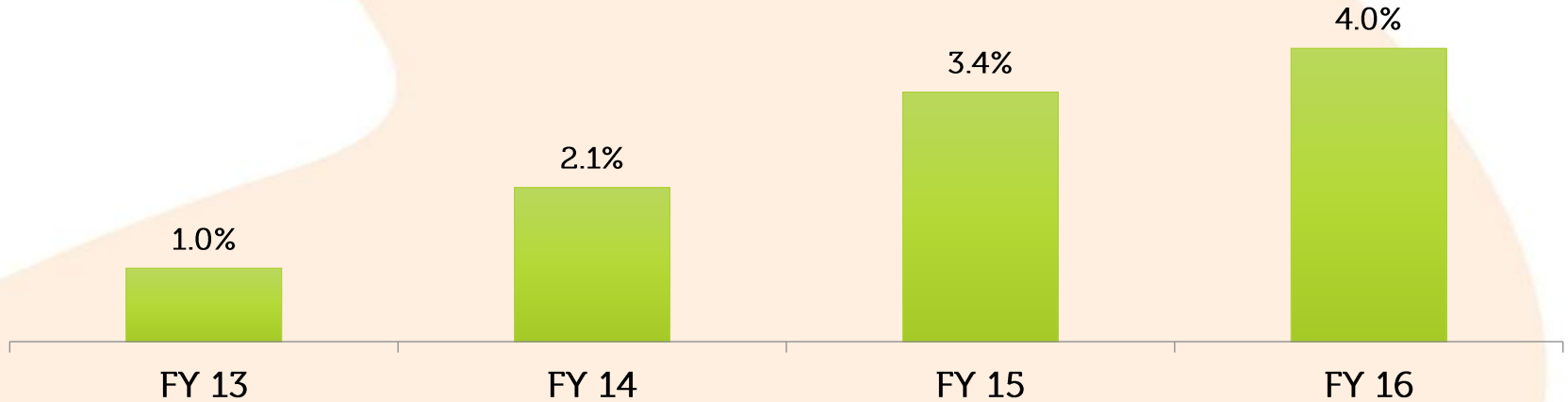
Sales Mix by source of lead



- Segmented approach towards member referral generation
- Sharper digital targeting
- 'Heart to Heart' scale up and enhanced engagement with members
- Innovative and Aspirational offers for the prospects
- Use of 'Above the Line' medium for communication
- These initiatives have helped us in creating 'Pull Leads' for our product

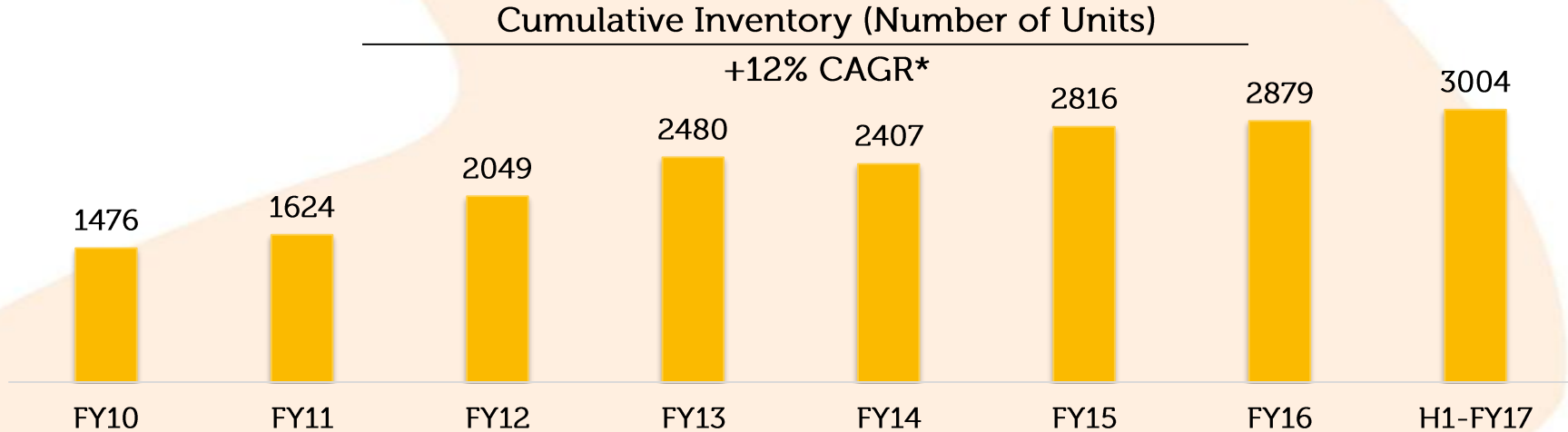
Growth in International Markets

International markets Contribution



- Focus on international markets is beginning to pay-off
- Leveraging right business partnerships
- High engagement alliances leading to better conversions
- Base location as UAE with partners in Bahrain, Qatar, Oman & Saudi Arabia

Ensuring Healthy Inventory Addition

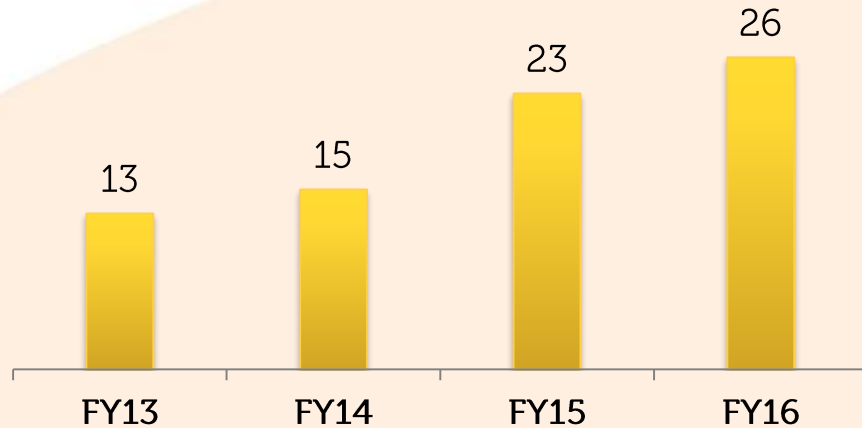


- Planned inventory addition of around 700 units in the next few years.

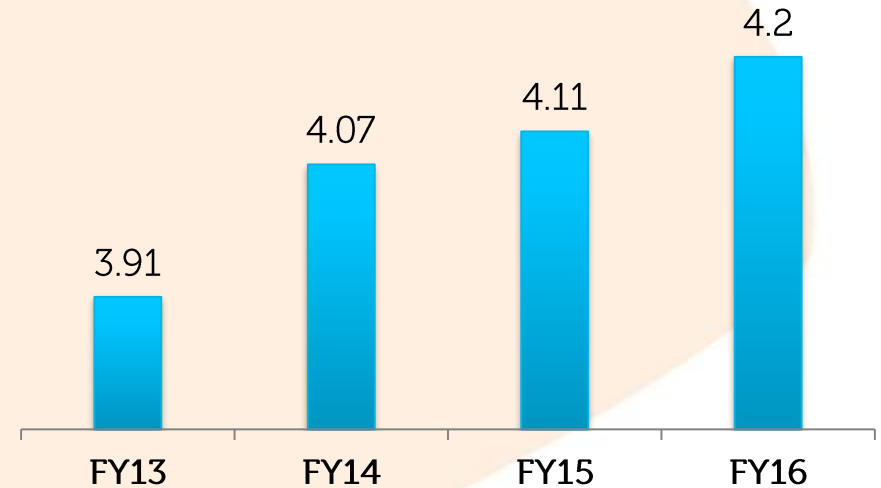


Continuously Enhancing Customer Experience

Number of RCI Gold Crown Properties



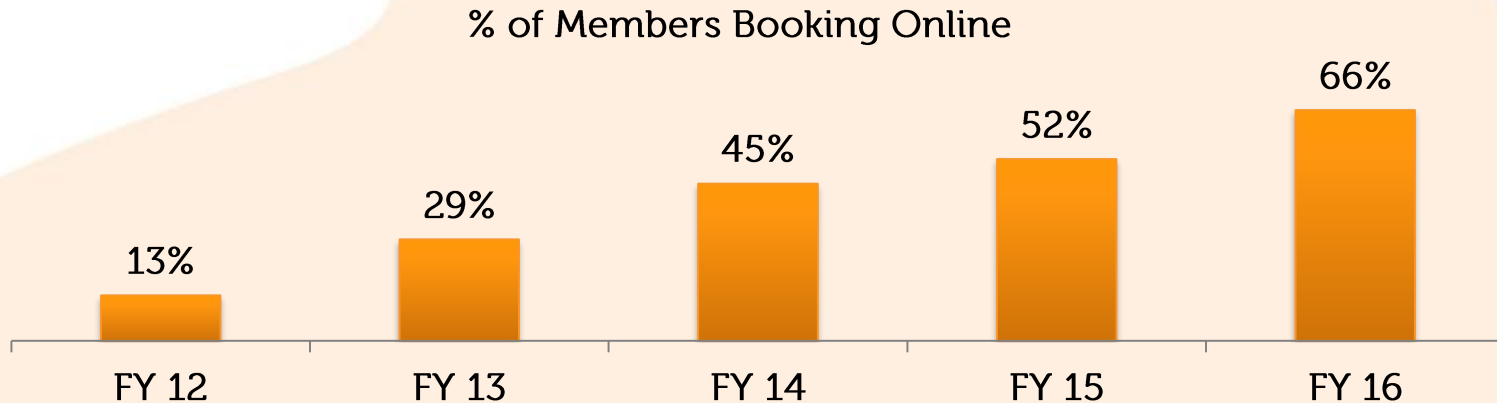
Post Holiday Feedback Score





Seamless Online Booking Experience

Launched Complete online booking solution for members in Dec 2011

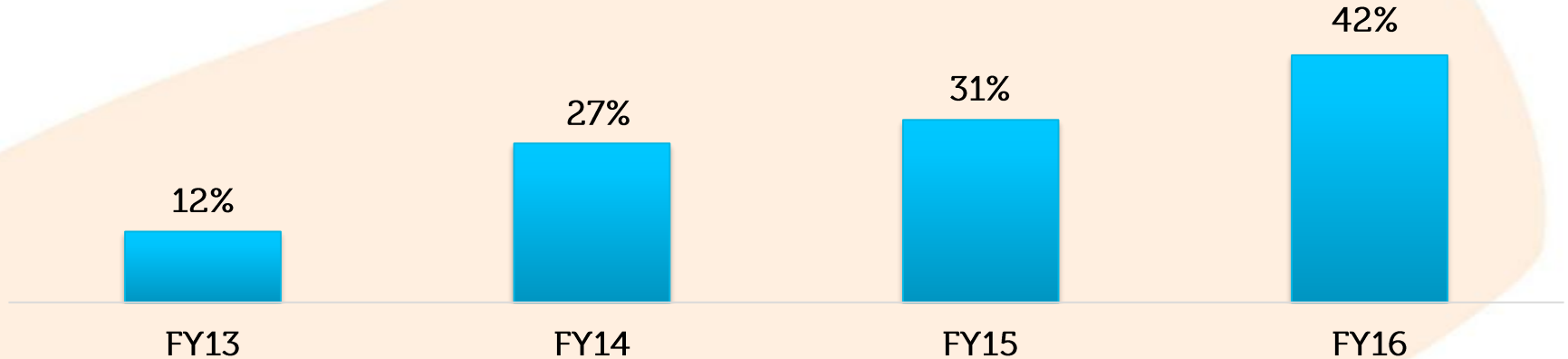


Online Booking features

1. Instant booking in 4 simple steps
2. Customized Offers based on member holidaying habits

Improving Customer Satisfaction

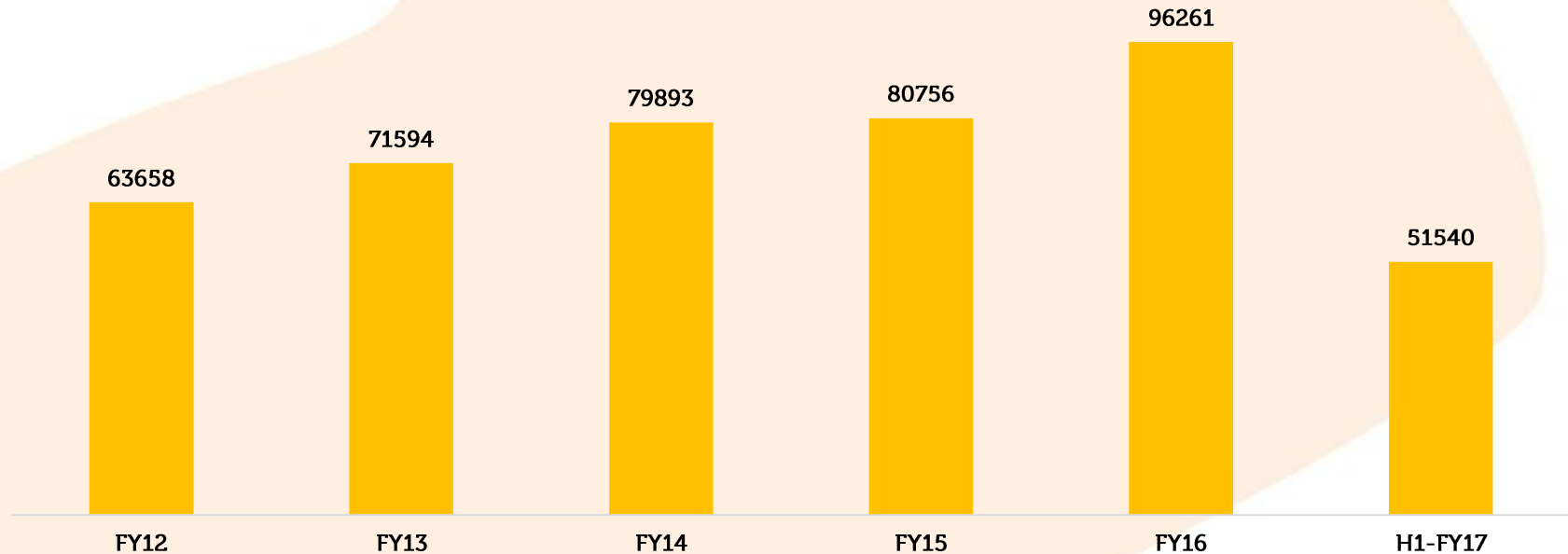
Transactional CAPS of members



*CAPS score is determined by IMRB

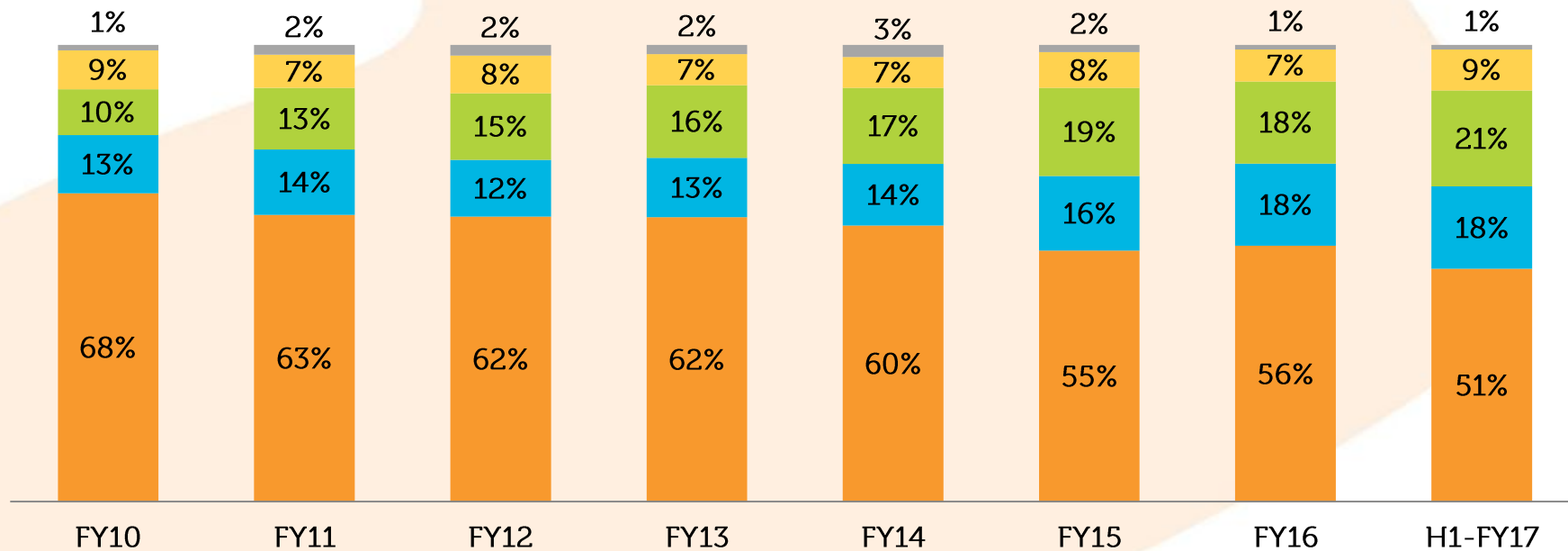
Financial Performance

Total Income (in Lacs)
+11% CAGR



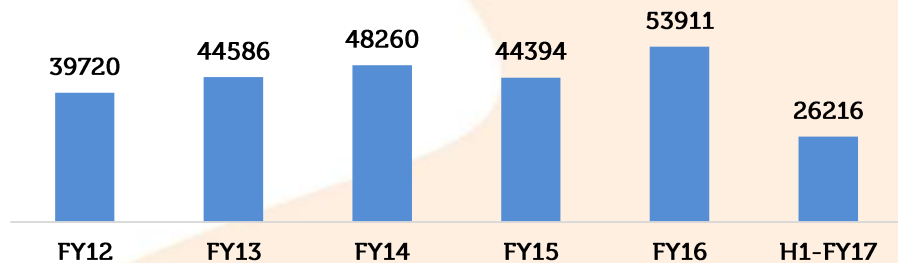
Revenue Mix

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

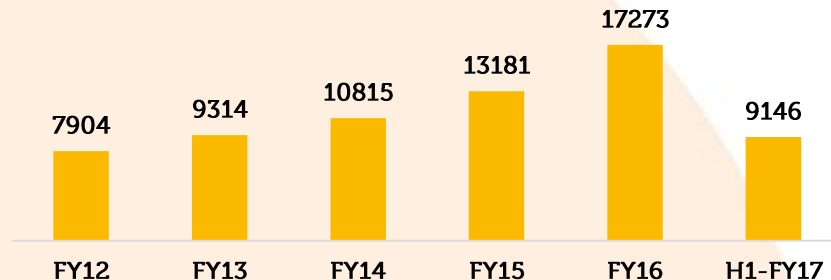


Consistent Financial Performance

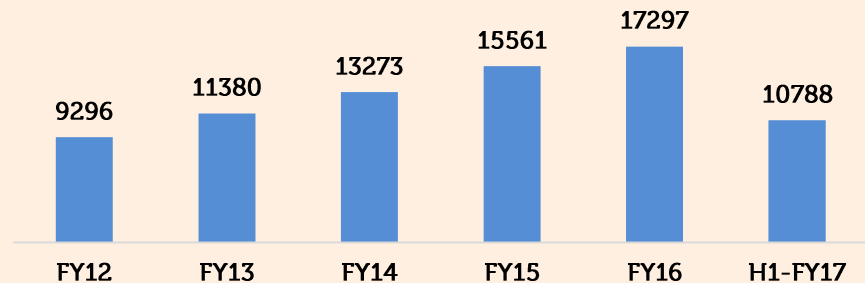
Income from VO (in Lacs)
+8% CAGR



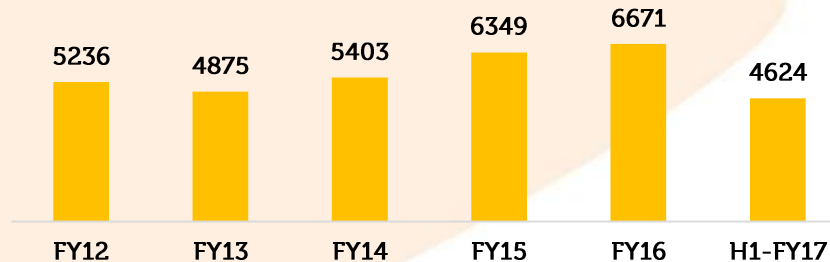
Income from Resorts (in Lacs)
+22% CAGR



Income from ASF (in Lacs)
+17% CAGR

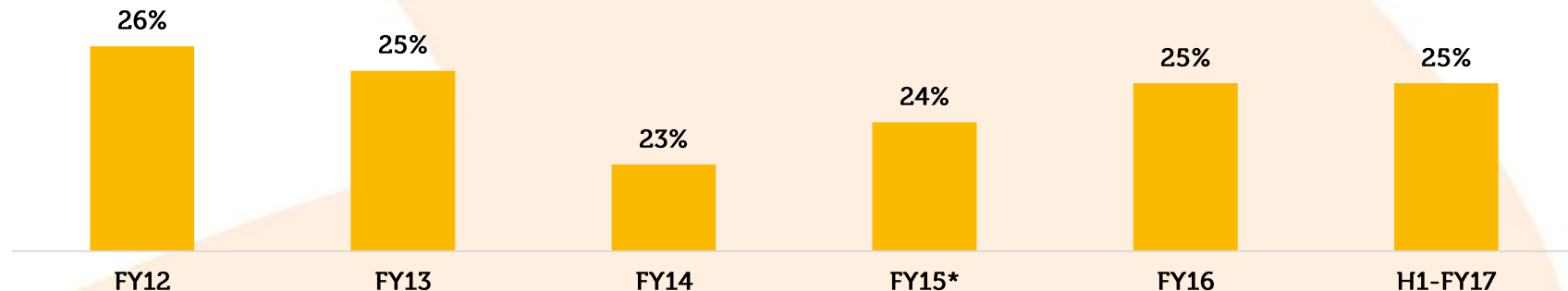


Interest & Other Income (in Lacs)
+7% CAGR

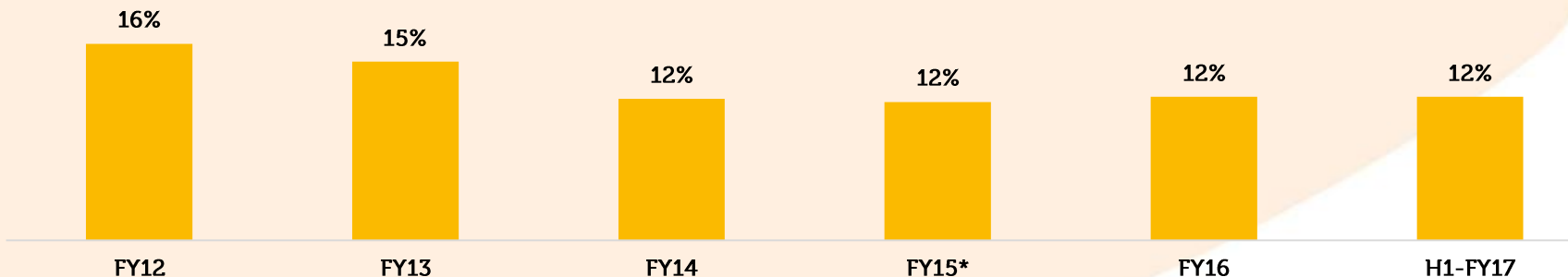


Consistent Financial Performance

EBITDA (% of total income)



PAT (% of total income)



Accolades

And, here are our Awards along the way!



Thank you

Contact Information

investors@mahindraholidays.com

Corporate Office: Mahindra Towers, 1st Floor, 'A'
Wing, Dr. G.M. Bhosle Marg, P.K. Kurne Chowk,
Worli, Mumbai – 400 0018.
t: +91 22 3368 4722 f: +91 22 33684721

Registered Office: Mahindra Towers, 2nd Floor,
17/18 Patullos Road, Chennai – 600 002.
t: +91 44 3988 1000 f: +91 44 3027 7778
CIN: L55101TN1996PLC036595
www.clubmahindra.com