



**Mahindra Holidays  
& Resorts India Ltd.  
Press Meet**

Chennai  
July 29, 2016



# Travel & Tourism Industry Sunrise Sector

<b>Industry Size</b>	USD 147 Bn (2015)
<b>Contribution to GDP</b>	7.5%
<b>Industry Size (E)</b>	USD 275 Bn (2025)
<b>CAGR</b>	6.5%
<b>Domestic Travel Revenues (E)</b>	USD 156.7 Bn (2024)
<b>Foreign Visitor Revenue (E)</b>	USD 28.34 Bn (2024)
<b>Branded Room supply growth</b>	15% (2012- 2016)

\* Source: IBEF –  
January, 2016

Revenues from leisure travel constitute over 83 per cent of total tourism revenues in India

Domestic tourists trips 1.4bn in 2015 as against 1.2 bn in 2014 registering a growth of 11.6%

Domestic leisure travel is growing due to increased affordability. This is also being driven by depreciating rupee

Outbound travel is still much higher than the foreign tourist arrivals (16 million vs. 7.5 million)

Adventure, cultural and historical, culinary and wildlife tourism are gaining popularity in India



# Sharing Economy A New Concept?

- Riding on the changing consumer behavior, players like Uber and AirBnB are using technology to create innovative models of business
- Their model is innovative where they create access to consumers without owning the assets themselves
- With this sharing model these players are disrupting the traditional sectors
- Vacation Ownership - one of the early models of sharing economy that embodies all its benefits
  - Access to a wide network of destinations across the world
  - Cost effective vacations for the entire family
  - Exploration and education
  - Sharing not just space but exotic experiences across the globe through holiday exchange



# Vacation Ownership Defined

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



Winning Hearts. Spreading Smiles.

*"Celebrating 2 lakh 'Club Mahindra' members in 20 years"*



# '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 2 lakh members in its journey of two decades.



# Club Mahindra Offering

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25 years of family vacations

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A week of vacation every year

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

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



# Core Tenets of our Strategy

- Moving away from 'Room Nights' to 'Unique Lifestyle Experiences'
- Enhanced Member Engagement
  - In-Resort Experiences
  - In-City Experiences through Heart to Heart





# Mahindra Holidays

## Largest Vacation Ownership Company, outside US

Founded in 1996

### Footprint & Expansion

- 77\* resorts – Club Mahindra + Holiday Club Resorts (HCR), Finland
  - 46 Club Mahindra resorts including 4 international destinations
  - 31 resorts of Holiday Club Resorts Oy, in Finland, Sweden and Spain
- Access to 4500+ resorts in 100+ countries through tie-up with RCI
- Largest leisure hospitality player in India with an inventory of 3004\* rooms
- Net addition of 125 rooms in Q1FY17

### Footprint & Expansion

- Largest member base in vacation ownership outside US
  - 2 Lakh members of Club Mahindra in 20 years
  - 55000 members of Holiday Club Resorts Oy, Finland
- 81% resort occupancy

\* As of June 30, 2016

# 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 choice of holidaying options in India & abroad

## Unique destinations



### Saputara

- Nearest airport: Surat (172 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)

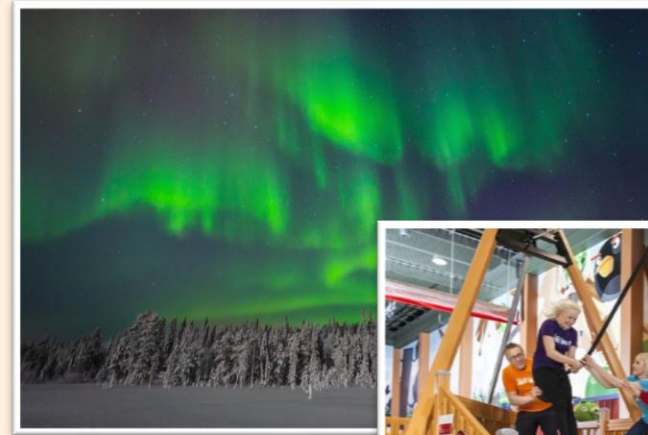


# Holiday Club Resorts Oy, Finland

- Holiday Club Resorts has 31 scenic resorts in Finland, Sweden and Spain

## Major Attractions

- Large scale Angry Bird Activity Parks within the resort premises.
- Specialised Spa Resorts
- A variety of activities, including sports and nature safaris
- Stunning natural beauty, the Midnight Sun and Northern Lights phenomenon
- Adventure activities for every season - a variety of activities, including kayaking, archery, hiking, canoeing, boat trips, cross-country skiing and a lot more.



# Holiday Club Resorts Oy, Finland



**Holiday Club Saariselkä**



**Holiday Club Saariselkä Laavutieva**



**Holiday Club Saimaa**

# Unique Offerings Food Dining



- Local, national & international cuisine
- Specialty Restaurants
- 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

# Unique Offerings 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
- In-house spa with a wide range of rejuvenating therapies





# '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 membership or service related queries, share resort updates and encourage members to holiday at newer resorts



## Outcomes:

Members felt a sense of belongingness towards the Club Mahindra community

Exclusivity of such event was highly appreciated

# 'Heart to Heart'

- 'Heart to Heart' Bangalore – June 2016



Zumba



Tarot Card Reading



Art & Craft  
Workshop



Foot Spa



Servicing Member Queries



Tattoo Artist





# 'Heart to Heart'

- Meet with star cast of Housefull 3 (Delhi & Mumbai) – May 2016



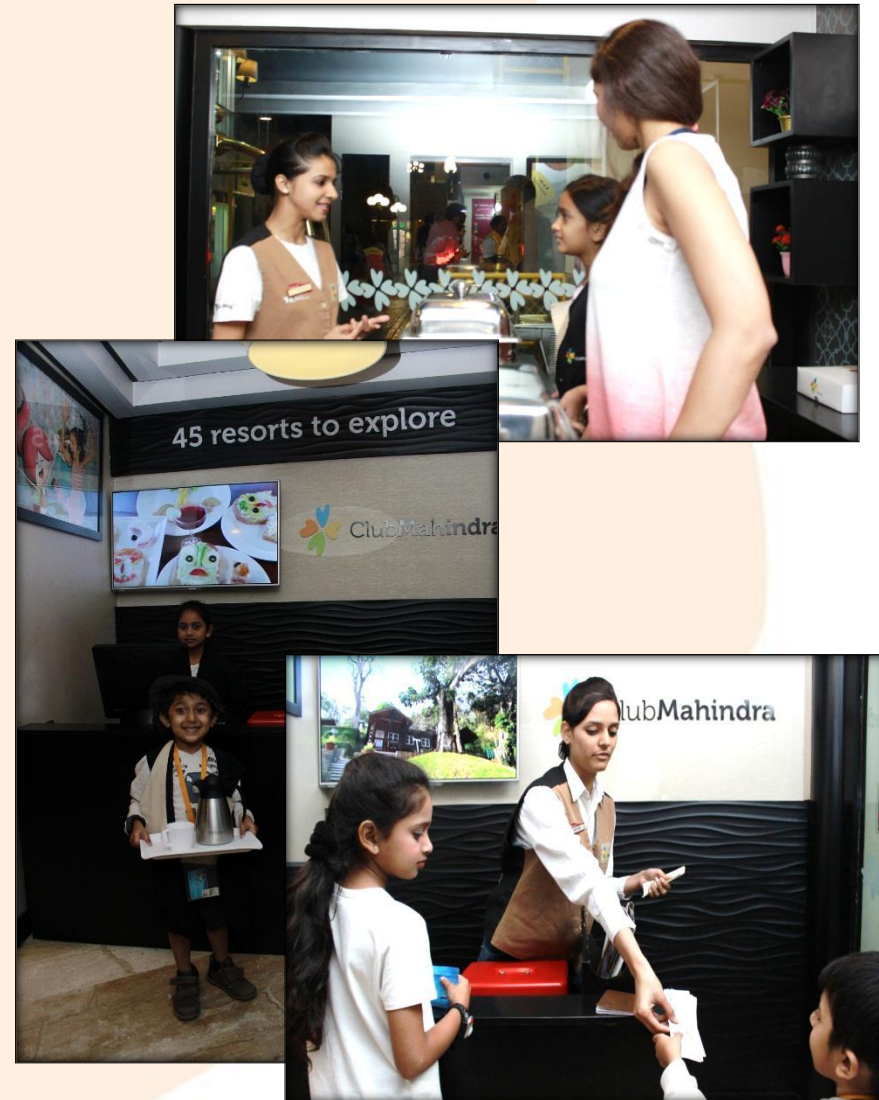
- Angry Birds Movie Tie-up – May 2016





# 'Heart to Heart' Club Mahindra@Kidzania

- Created Club Mahindra within Kidzania, the kids edutainment center inside R City Mall, Ghatkopar
- This mix of education and entertainment targeting children makes Club Mahindra's alliance with Kidzania a perfect match
- An opportunity to create engagement and visibility amongst the parents of young kids
- 10,000+ walk-ins , in past 3 months





# Unique Experience

## *Festa De Diu*

- Asia's longest beach festival with live performances by popular artists and workshops throughout the festival
- 1<sup>st</sup> December 2015 to 15<sup>th</sup> February 2015
- Club Mahindra offered tent accommodation on the beach for its members
- Members also got discounts on food, spa, watersports, and adventure sports at the festival. Premium seats for performances



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# Club Mahindra Announcement

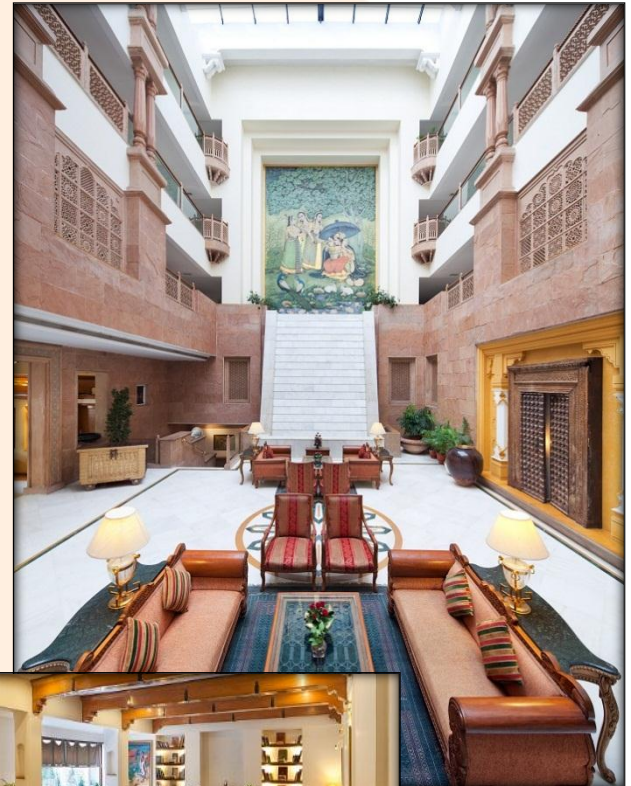


# Club Mahindra Announcements

- Expansion So Far
- Q1 Financials

# Resort Expansion Mansingh Towers, Jaipur

- Mansingh Towers, Jaipur
  - 4<sup>th</sup> Property in Rajasthan
  - 50 rooms





# Resort Expansion Club Mahindra Hatgad

- Club Mahindra Hatgad, Near Saputara in Gujarat
  - Six kms from Saputara, Only Hill-station of Gujarat
  - 75 Rooms (31 Studio's , 24- 1BR's & 20 2BR's )





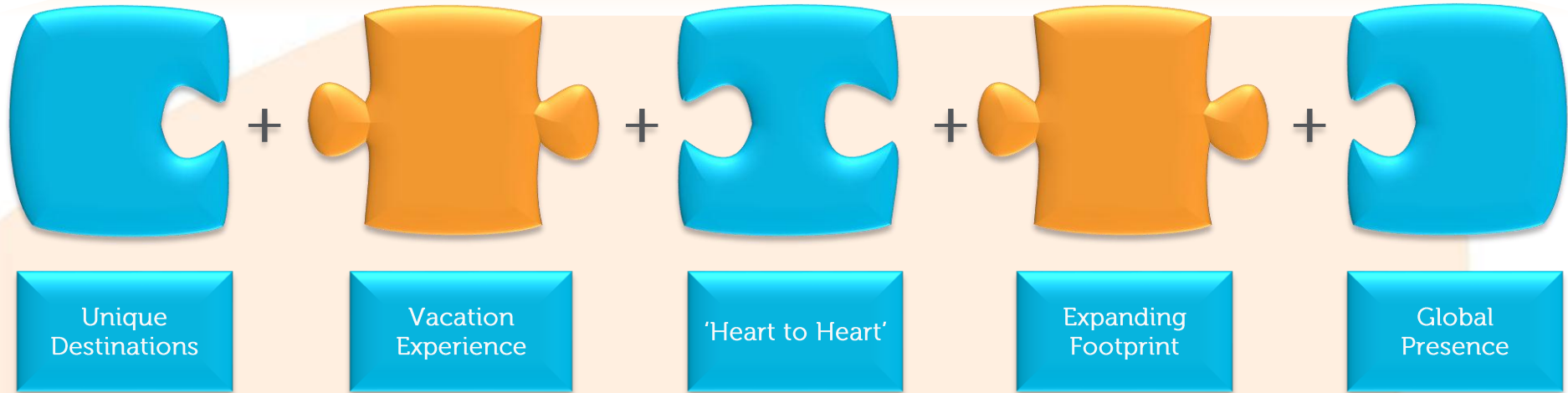
## Expansion Plans

- Planned Investment – 550 crore in 2-3 years
- Planned Inventory – 500 rooms in 2-3 years
  - 2 Greenfield Projects – Naldhera (Shimla), Assanora (Goa)
  - Further expansion planned in Ashtamudi (Kerala) & Kandaghat (Shimla)





# Summary





Thank You