



# Mahindra Holidays & Resorts India Ltd.

May 19, 2017



# Mahindra Holidays

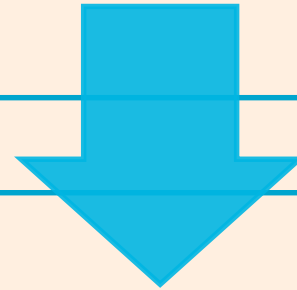
- Part of USD 17.8 billion Mahindra Group
- Established in 1996
- Leading player in the leisure hospitality industry in India
  - Significant room inventory: 3152 Rooms
- Consistent growth over the years
  - Member base of 218,000+ members
- Expanding global footprint
  - Club Mahindra: 49 Resorts
  - Holiday Club Resorts: 32 Resorts in Finland, Spain and Sweden
- Consistent high occupancy rate
  - Above Industry Average: 85%



# Mahindra Holidays

## Our Credo

*Make Every Moment Magical*



## Our Mission

*Good Living, Happy Families.*



# Vacation Ownership - Concept

- Membership based
  - 7 days every year; 25 years
- Wide network of resorts
  - Domestic & International destinations
  - RCI affiliation
- Flexibility
  - Seasons
  - Destinations
  - Duration of holiday
- Education & exploration
  - Entertainment with value add to the family
  - Exploring new locations
- Benefits of advance planning
  - Cost Saving
  - Hassel-free planning



# Tailored for India

## Indian Consumer Needs

### Flexibility

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

### Diversity of Resort locations

Members can holiday in any resort

### Full Service Resorts

Cater to needs of entire family

Our Success Mantra

# Resort Focus



Unlocking  
Destinations



Creating Marque  
Resorts



Global Footprint

Hill Stations

Beaches

Backwaters

Wildlife

Forts & Heritage

International



# Immersive Family Experiences – In resort

- Edutainment driven activities
  - Puppet Making
  - Pottery
  - Adventure
- Food & Beverage
  - Multi cuisine restaurants
  - Specialty restaurants
  - Regional cuisine
- Health & Wellness
  - Svaastha Spa





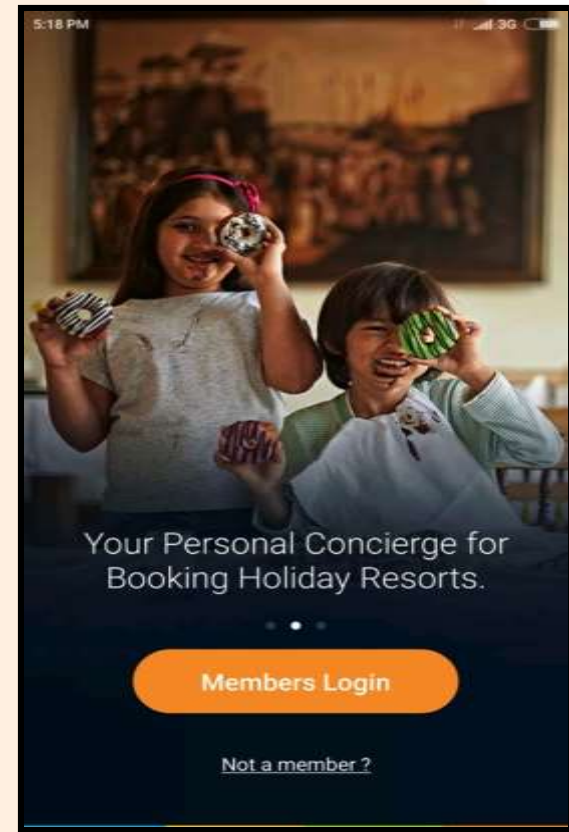
# Immersive Family Experiences – In city

- Heart to Heart
  - Exclusive movie & theatre screenings, Micro-lite flights
- Experience Zone
  - Priority Dinning, Helicopter rides, Paragliding
- Curated experiences
  - Rann of Kutchh
  - Hot Air balloon rides



## Club Mahindra Mobile App

- 118,000 + installs till date
- Explore the resorts, activities & events
- Anytime, Anywhere Bookings /Amendments / Cancellations
- Analytics based approach to enhance member engagement



# Industry Recognition

Travelers Choice Awards-  
Tripadvisor



India's Favorite Resort Chain-  
HolidayIQ



**GRAND  
WINNER**

Best Social Media brand –  
Hospitality – Social Samosa



Mahindra Holidays – GPTW  
Certified



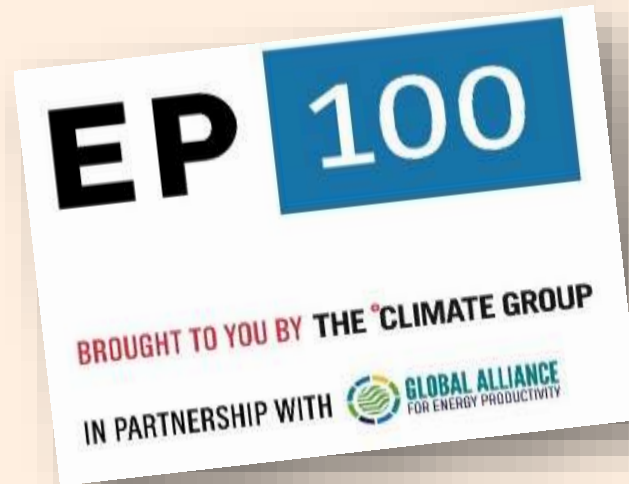
27 – RCI Gold Crown Resorts



# Sustainability Initiatives

# Environment Rejuvenation

- Carbon Neutrality
- Water Security - Conservation & Recycling
- Waste Management
- Bio-Diversity





# Enabling the Community to Rise

- People Focus
- Enabling Sustainable Livelihood
- Inclusive Sustainability



Financial Performance





# Key Highlights FY17 Performance

- **Turnover up 14.7% at Rs. 1,105 Crs.**
- **Profit before Tax up 19.5% at Rs. 200.9 Crs.**
- **Member addition up 14.7% at 18,557**
- **Cumulative member base at 218,138**



# Q4 FY17 Highlights

- Total income at Rs 315.74 Crores vs. Rs 249.98 Crores in Q4'16
- PAT at Rs 33.35 Crores vs. Rs 30.35 Crores in Q4'16
- Added 6,177 members during the quarter which is 26.6% higher than previous year additions of 4,878
- Cumulative member base at 218,138



# Corporate Announcement

**DECLARES ISSUE OF BONUS SHARES IN  
THE RATIO OF ONE (1) SHARE FOR  
EVERY TWO (2) SHARES HELD**

Q & A