



May 19, 2017

MHRIL/SE/ 2017-18/289.

Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
Scrip Code: MHRIL

Department of Corporate Services
BSE Limited
Floor 25, PJ Towers,
Dalal Street
Mumbai – 400 001
Scrip Code: 533088

Dear Sir,

Sub: Presentation on the Financial Results for the quarter and financial year ended March 31, 2017

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), please find enclosed a presentation on the Financial Results of the Company for the quarter and financial year ended March 31, 2017 to be made to the Investors / Analysts.

The aforesaid presentation is also being hosted on the website of the Company, www.clubmahindra.com in accordance with the Regulation 46 of the SEBI Listing Regulations.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Mahindra Holidays & Resorts India Limited**


Dinesh Shetty
General Counsel & Company Secretary



Encl: as above

Mahindra Holidays & Resorts India Limited

Corporate Office: Mahindra Towers, 1st floor, 'A' wing, Dr. G.M. Bhosle Marg, P.K. Kurne Chowk, Worli, Mumbai - 400 018
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Registered Office: Mahindra Towers, 2nd floor, 17/18 Patullos Road, Chennai - 600 002. t: +91 44 3988 1000 f: +91 44 3027 7778

e: memberrelations@clubmahindra.com / w: www.clubmahindra.com / CIN: L5 5101TN1996PLC036595



Mahindra Holidays &
Resorts India Limited

Q4 FY17
Investor Presentation
May 19, 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

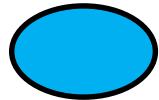
- Good Living, Happy Families.

Our CMH 25 year product

25 year memberships for 7 nights/8 days every year in any of our 49 resorts in India & abroad

Season

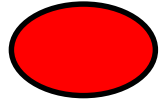
Blue
Off Peak



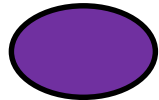
White
Medium



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

As we hit the 20

Member Base

218,138

Occupancy

85%

CAPS

60%

Inventory

3152

Resorts

49

Sales Location

115



Some Accolades

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



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
- Kuala Lumpur
- Dubai



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

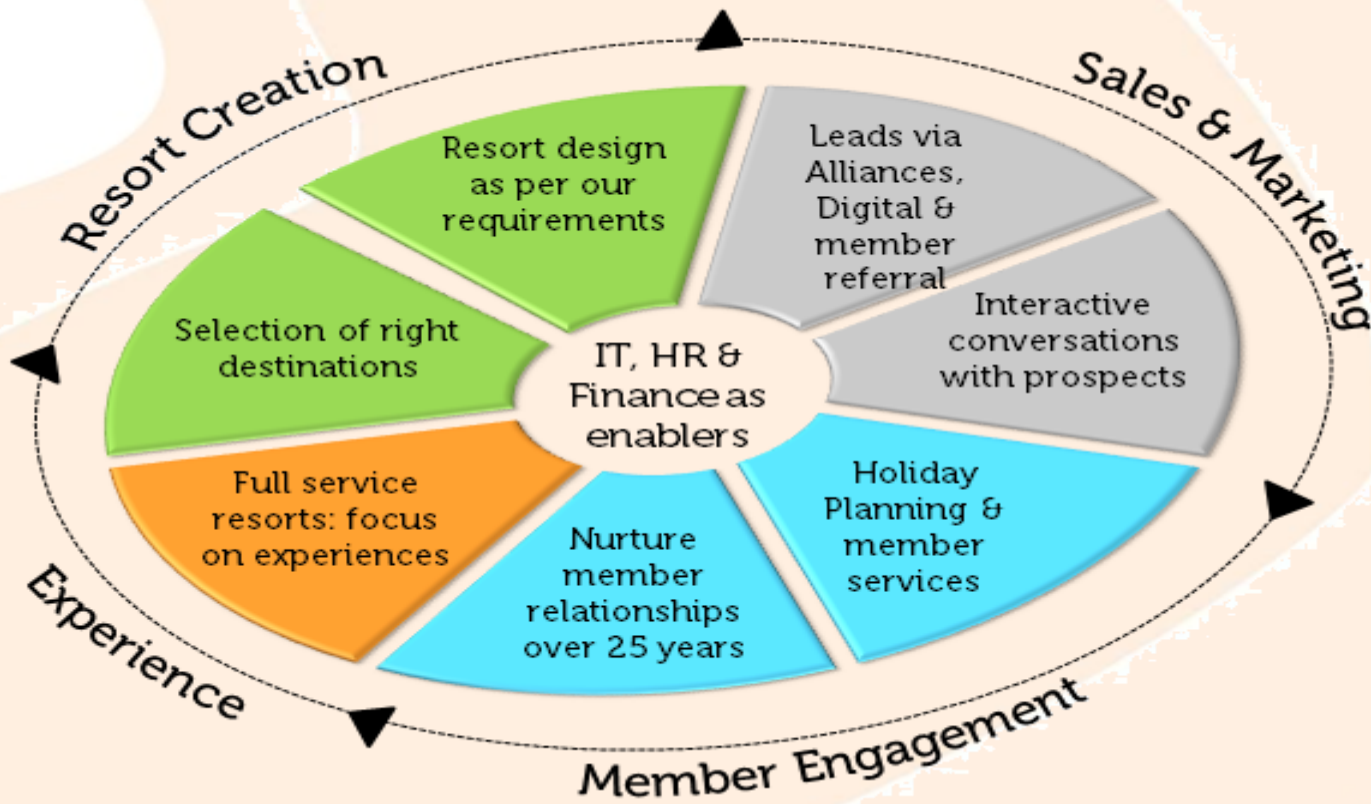
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

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

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

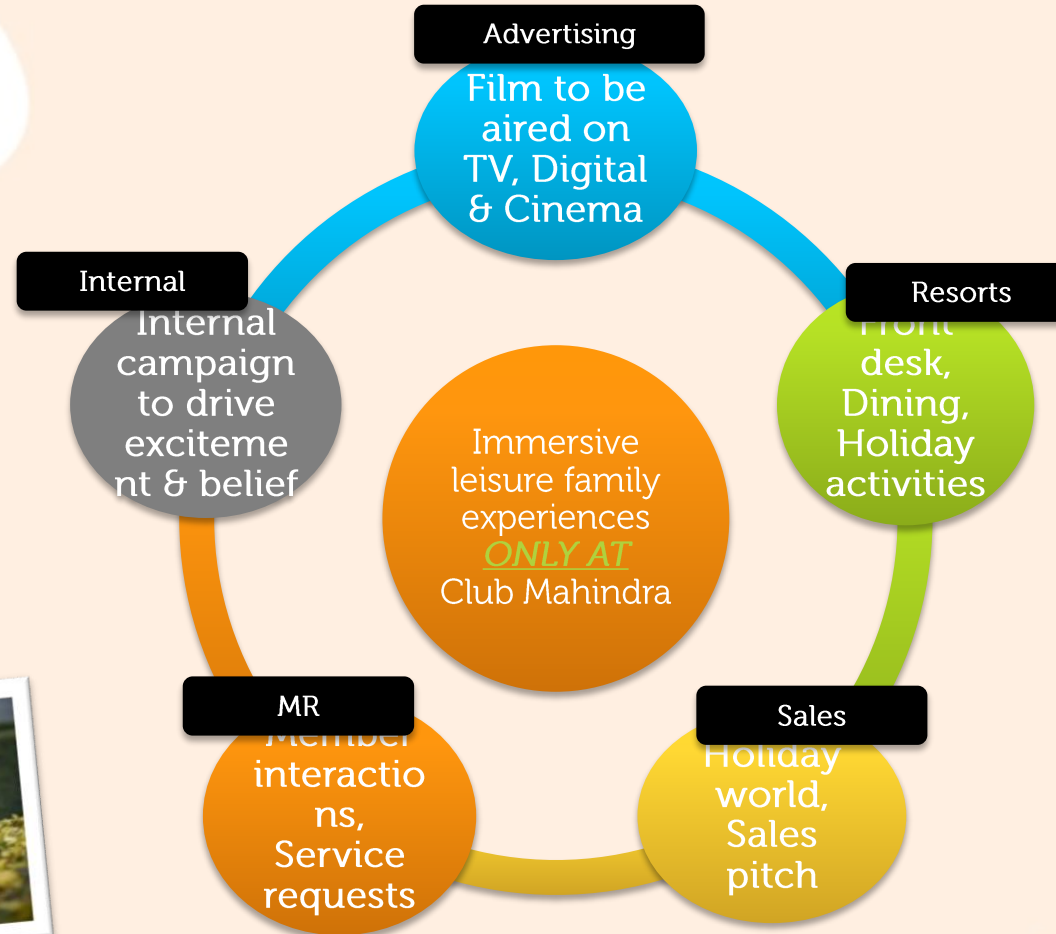
Our Proposition different from conventional VO

Fully Integrated Value Chain



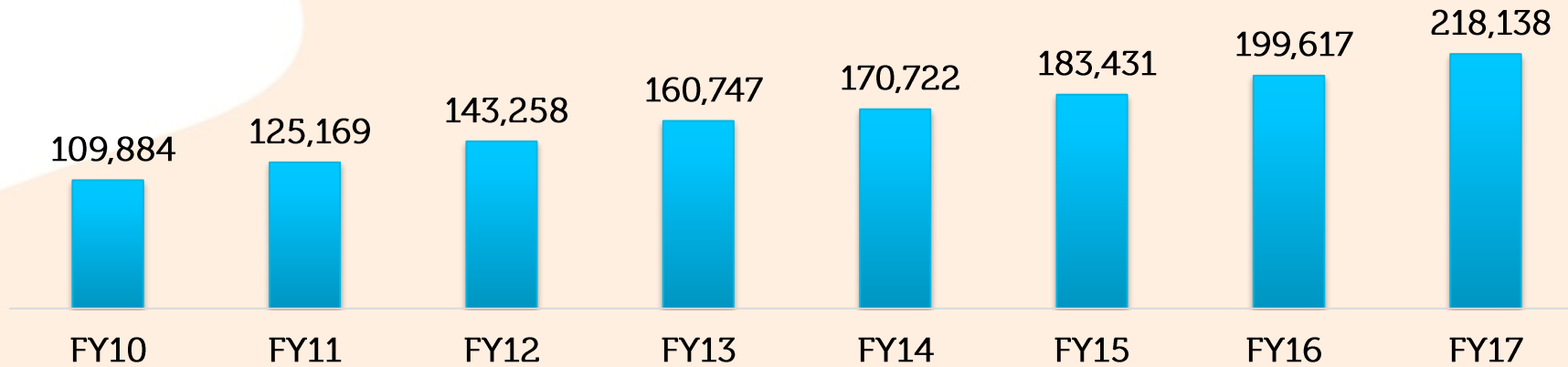
Brand Campaign bringing to life what

The family can experience 'ONLY AT' Club Mahindra



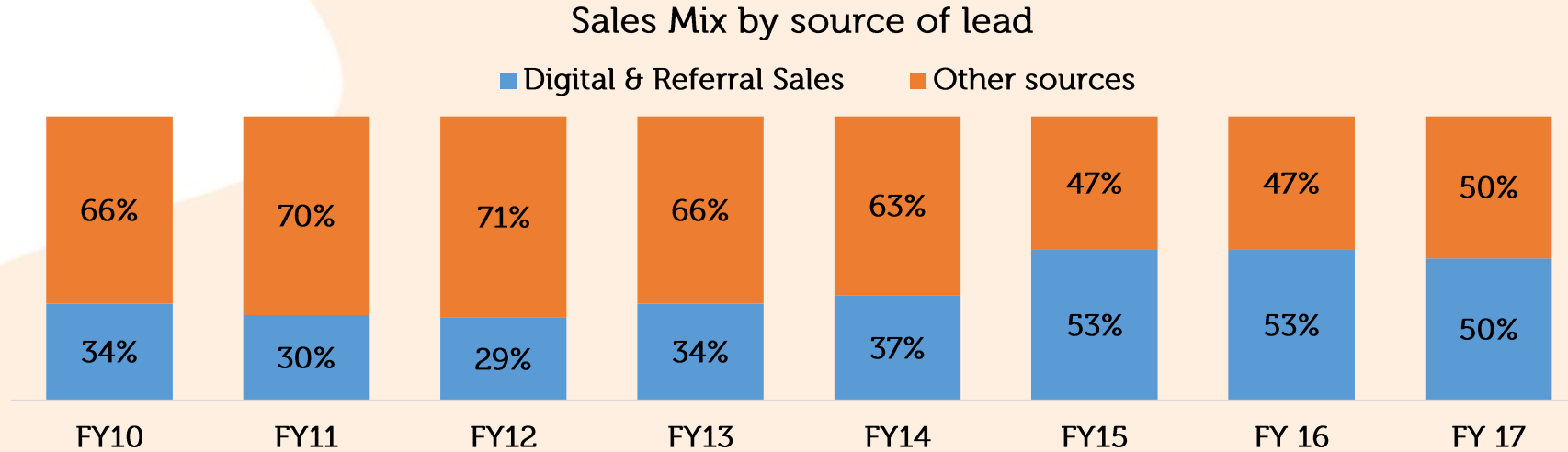
FY 16 - 17
Business Update

Consistent Increase in Member Base



- Distribution reach in Tier 2 & 3 towns
- International markets of Middle East are becoming significant contributors. (UAE, Oman, Kuwait, Qatar etc.)
- Emphasis on pull based approach for prospecting

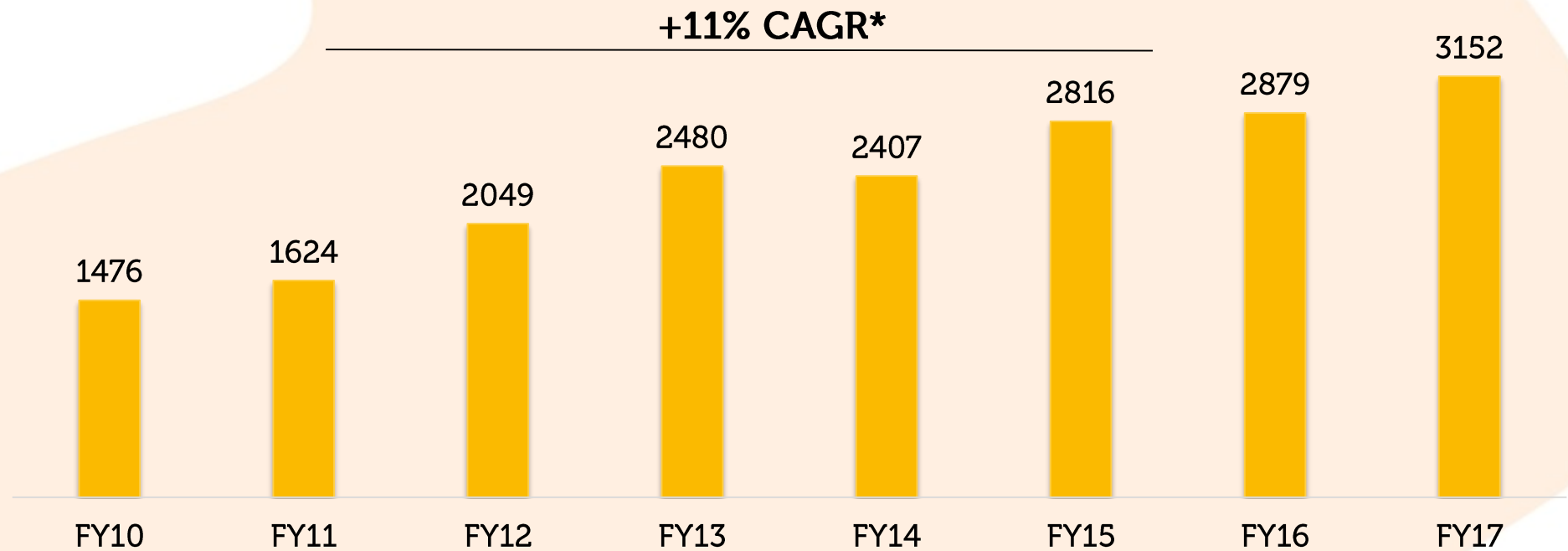
Growth through Digital & Referrals



- Leverage analytics for creating a 'Member referral propensity model
- 'Heart to Heart' scale up, strengthening offline engagement
- Significant increase in Pre-selected segments targeting through alliances

Ensuring Healthy Inventory Addition

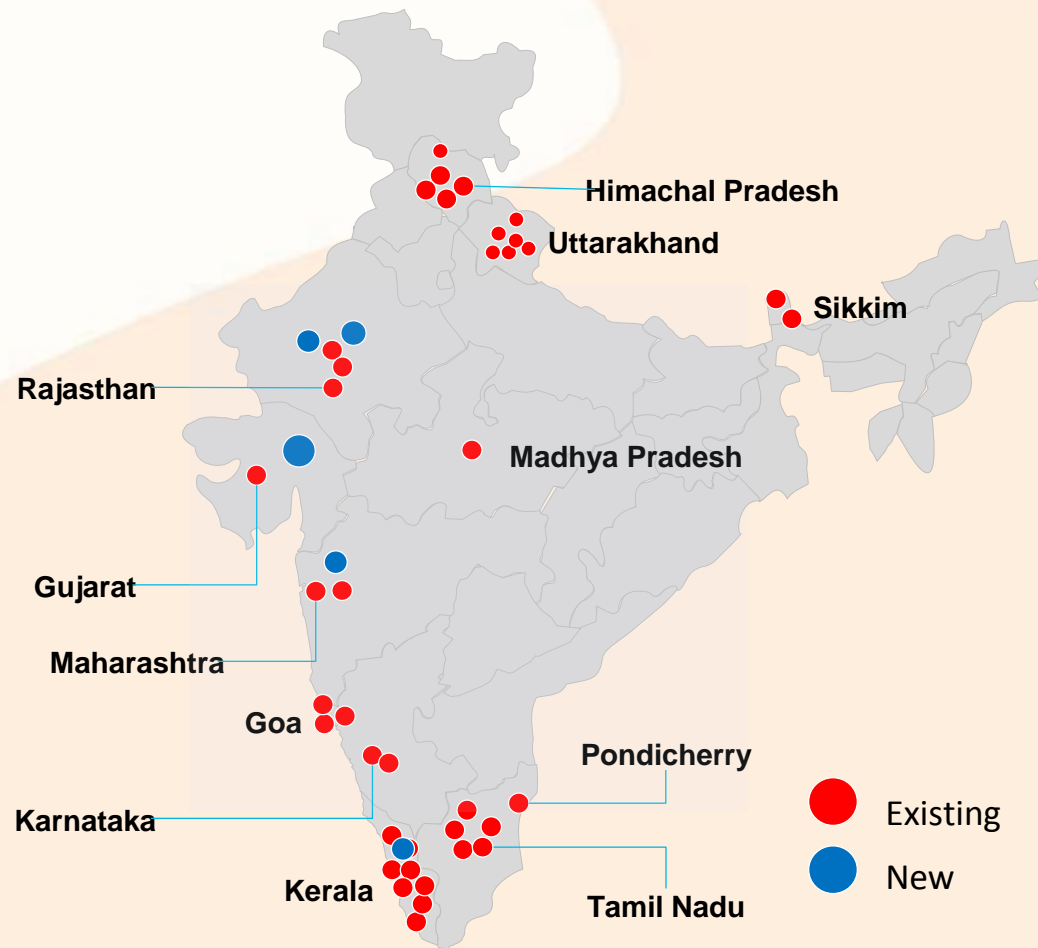
Cumulative Inventory (Number of Units)



* CAGR from FY10 to FY17

Resort footprint

49 resorts Across India and Abroad



Inventory Addition in Q4FY17 - 148 rooms

- Jodhpur – 25 units
- Nadiad – 20 units
- Wayanad – 36 units
- Kodiakannal – 37 units
- Baiguney – 10 units
- Kuala Lumpur – 20 units

International Destinations

- Malaysia
- Thailand
- Dubai
- Austria



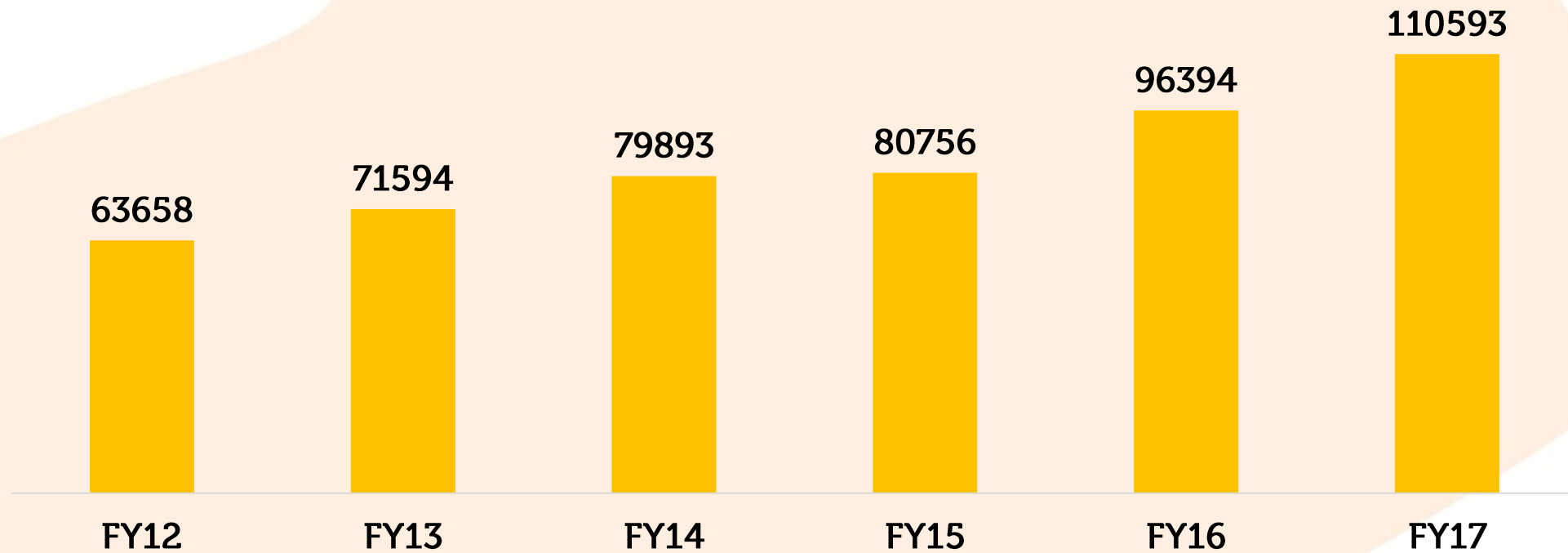
Planned Expansion

- Planned Inventory Addition – Approximately 600 rooms
 - Naldehra: Around 110 Units
 - Asanora: 250 units
 - Ashtamudi : 100 units
 - Kandaghat: 150 units
- Planned Investment – Approximately 600 crores

Financial Performance Trend

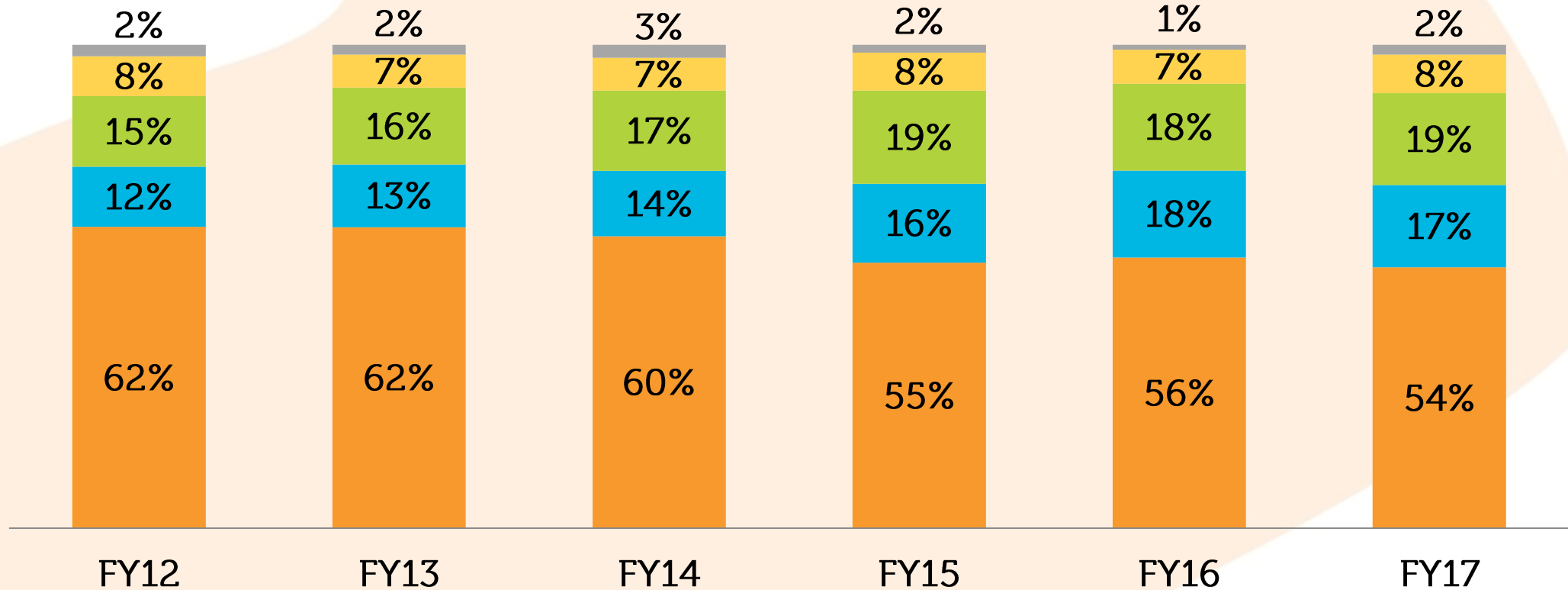
Total Income

Total Income (in Lacs)
+12% CAGR

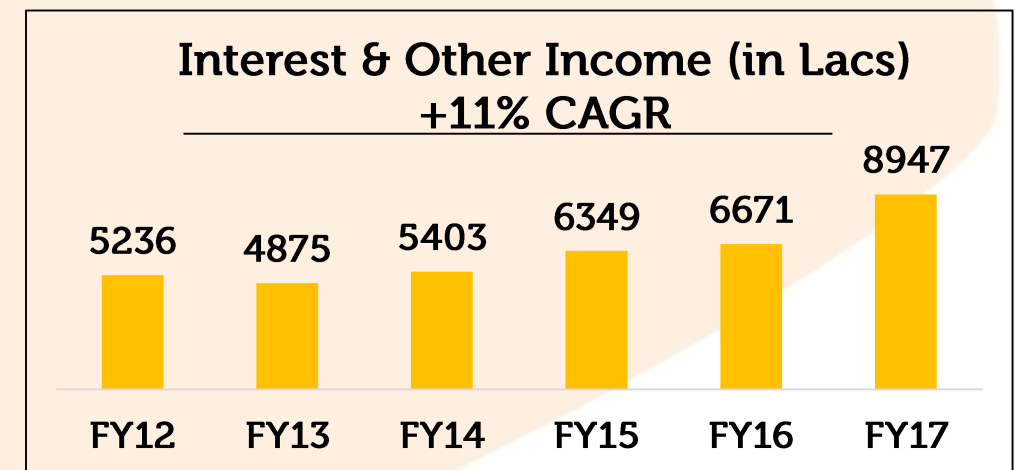
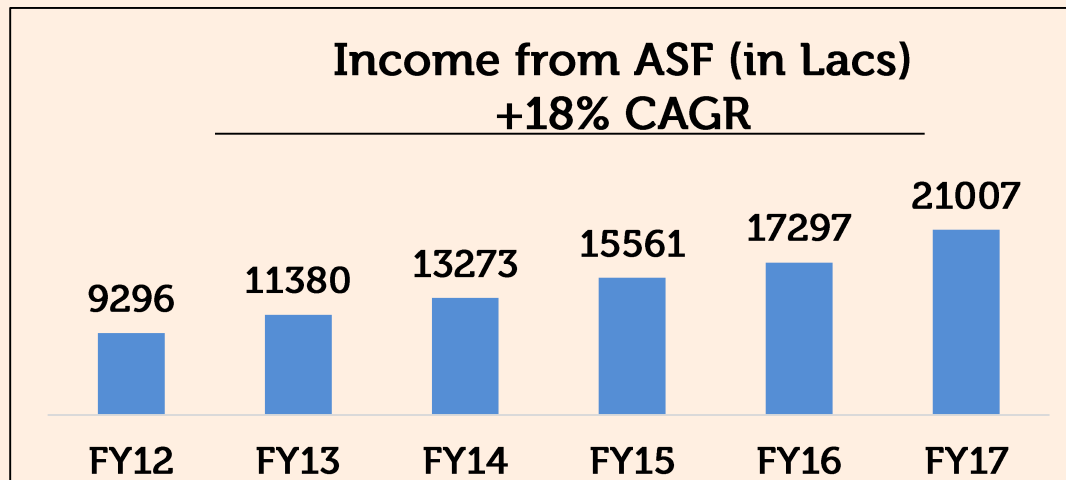
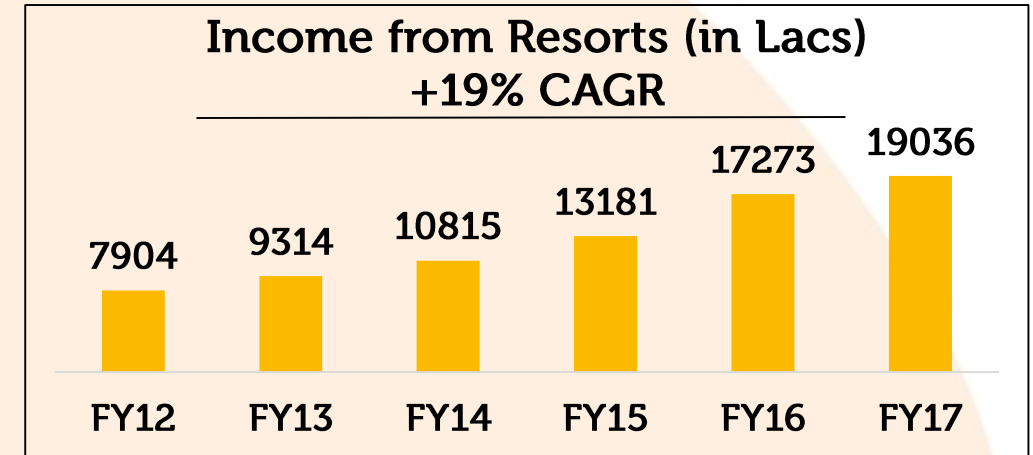
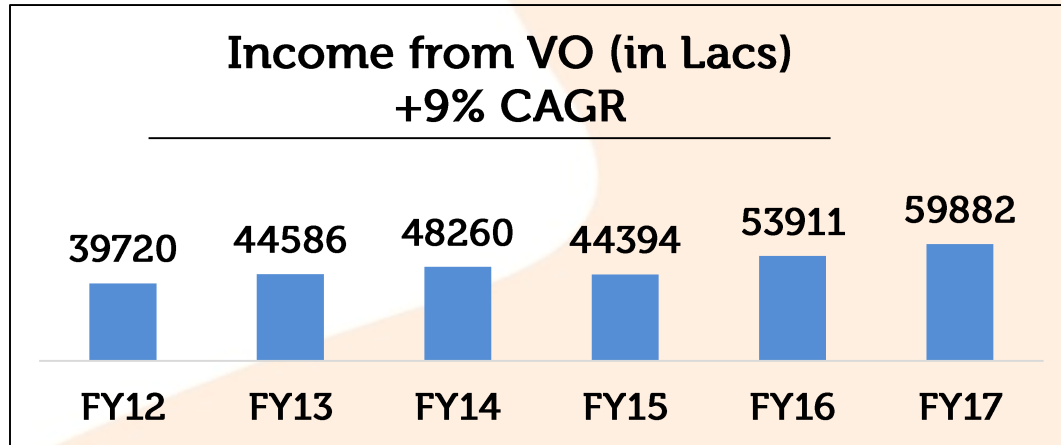


Revenue Mix

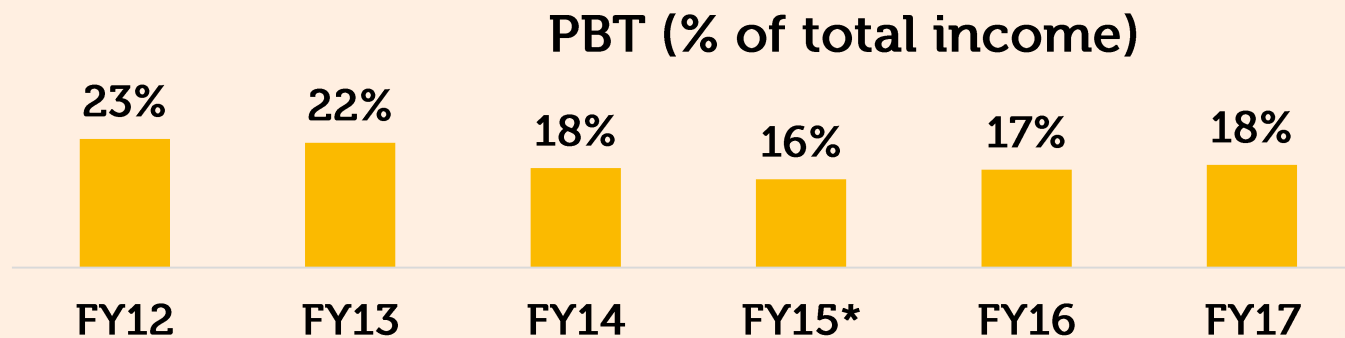
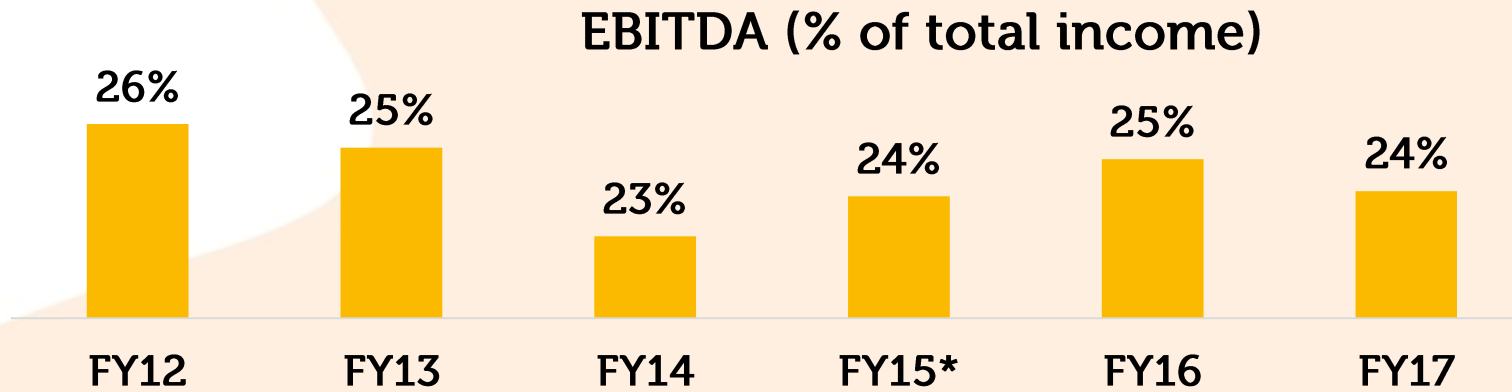
■ VO Income
 ■ Resorts Income
 ■ ASF Income
 ■ Interest & Others
 ■ Others



Consistent Financial Performance



Consistent Financial Performance



* Before exceptional item



Q4 FY17 Highlights

- Total income at Rs 315.74 Crores vs. Rs 249.98 Crores in Q4'16
- PAT at Rs 31.82 Crores vs. Rs 30.45 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



Summary

(All figures in Rs. Lakhs)

Key indicators (no.)	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
New Members - added	6,177	4,436	4,878	26.6%
Cumulative Members	~218 K	~211 K	~199 K	9.3%

FY17	FY16	YOY
18,557	16,185	14.7%
~218 K	~199 K	9.3%

Key indicators (no.)	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Income	31,573	27,480	24,998	26.3%
Expenses	26,613	21,949	20,492	29.0%
Profit before Tax (PBT)	4,960	5,531	4,506	14.2%
Profit after Tax (PAT)	3,182	3,572	3,045	8.4%

FY17	FY16	YOY
110,593	96,394	14.7%
90,498	79,585	13.5%
20,094	16,809	20.6%
13,065	11,359	16.1%

Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Income from sale of VO	19,275	14,392	13,714	40.5%
ASF	5,027	5,192	4,790	4.9%
Resort Income	4,693	5,197	4,093	14.7%
Others	2,052	2,271	1,956	4.9%
Income from operation	31,047	27,052	24,553	26.4%
Non operating income	527	428	445	18.4%
Total Income	31,574	27,480	24,998	26.3%

FY17	FY16	YOY
59,883	53,911	11.1%
21,007	17,297	21.4%
19,036	17,273	10.2%
8,947	6,672	34.1%
108,873	95,153	14.4%
1,720	1,241	38.6%
110,593	96,394	14.7%

Resort Details

Resort Details	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
No of Resorts	49	46	45	9%
No of Rooms	3152	3004	2879	9%
Occupancy %	86%	85%	81%	5%
ARR (in Rs)	4,226	4,811	4,310	-2%

FY17	FY16
49	45
3152	2879
85%	81%
4,556	4,555

Resort Income	Q4 FY 17	Q3 FY 17	Q4 FY 16	YOY
Room	889	935	790	13%
F&B	2,864	3,328	2,499	15%
Holiday Activity & Others	940	934	804	17%
Total	4,693	5,197	4,093	15%

FY17	FY16
3,446	3,032
11,989	10,892
3,601	3,349
19,036	17,273

Profit & Loss Statement (Standalone)

(All figures in Rs. Lakhs)

Particulars	Q4 FY 17	Q3 FY 17	Q4 FY 16
Income from operations	31,047	27,052	24,553
Non-operating income	526	428	445
Total income	31,573	27,480	24,998
Employee expenses	6,463	5,726	4,849
Sales & Marketing expenses	6,923	5,933	5,521
Depreciation	1,483	1,541	1,857
Rent	2,106	2,128	1,862
Other expenses	9,638	6,620	6,400
Interest expenses	1	1	3
Total expenditure	26,614	21,949	20,492
Profit Before Tax (PBT)	4,960	5,531	4,506
Profit After Tax (PAT)	3,182	3,572	3,045

FY17	FY16
108,873	95,153
1,720	1,241
110,593	96,394
22,529	19,470
24,180	20,740
6,053	7,133
8,345	7,489
29,390	24,745
2	8
90,499	79,585
20,094	16,809
13,065	11,359

Consolidated Profit

(All figures in Rs. Lakhs)

Particulars	FY17	FY16
Income from operations	228,216	160,212
Non-operating income	2,783	1,085
Total income	230,999	161,297
Cost of Vacation Ownership weeks	31,659	16,349
Employee expenses	51,277	36,223
Sales & Marketing expenses	33,279	25,162
Depreciation	10,592	9,756
Rent	20,730	13,051
Other expenses	59,082	43,100
Interest expenses	1,972	1,515
Total expenditure	208,591	145,156
Profit Before Tax (PBT)	22,408	16,141
Profit After Tax (PAT)	14,550	10,503

Key IND AS Adjustments (Standalone)

Particulars	Rs/ Lacs
Net profit after tax as per Ind AS	13065.20
<u>Adjustments on account of :</u>	
Credit Loss Allowance	2100.00
Employee benefit expenses – fair valuation of stock options	333.53
Others	(4.40)
Deferred Tax Impact	(726.35)
Net profit after tax before adjustments aforesaid	14767.98

Thank you

Contact Information

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www.clubmahindra.com

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