



ClubMahindra

August 9, 2018

MHRIL/SE/18-19/481

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 ended June 30, 2018

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 ended June 30, 2018 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**

Akhila Balachandar
Chief Financial Officer



Encl: a/a



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

Q1 FY 19
Investor Presentation
9th August, 2018

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Introduction



Operating
Performance



Financial
Performance



Member
Engagement
Initiatives

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**

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

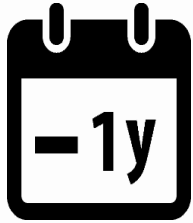
"Floating Week" – members can choose from a wide range of time intervals in the year (Season Band)

"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

Our Member Profile



28+ years
Age of Customer



Married



With **1-2 (Age 3-15 yrs)** Children

- Appreciates quality family time
- Takes regular Vacation
- Seeking Variety
- Plans in advance

Seasons

Super Peak

Peak

Medium

Off Peak

Apartment size

1 Bedroom

(2 adults, 2 children)

Studio

(2 adults, 1 child)

2 Bedroom

(4 adults, 2 children)

Hill Stations

- Manali, Shimla, Naldhera, Srinagar
- Dharamshala, Kanatal, Binsar
- Mussorie, Kandaghat, Naukuchiatal,
- Munnar, Ooty, Kodaikanal, Coorg, Virajpet
- Gangtok, Baiguney
- Mahabaleshwar, Lonavala, Hatgad

Beaches

- Varca, Goa
- Emerald Palms, Goa
- Acacia Palms, Goa
- Cherai
- Pondicherry
- Ganpatipule
- Dwarka

Backwaters

- Ashtamudi
- Kumarakom
- Poovar
- Allepey

Wildlife

- Corbett
- Gir
- Kanha
- Yercaud
- Thekkady

Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

International

- Bangkok
- Kuala Lumpur
- Dubai
- Singapore

Our Capabilities built over 2 decades of our journey

- **Spot new unexplored destinations**
- **Create marquee resorts**

- **Manage fully serviced resorts**
- **High standards of hospitality in remote destinations**

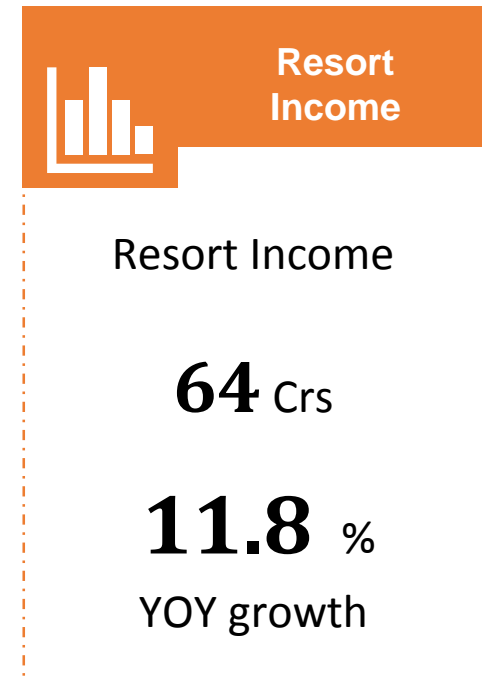
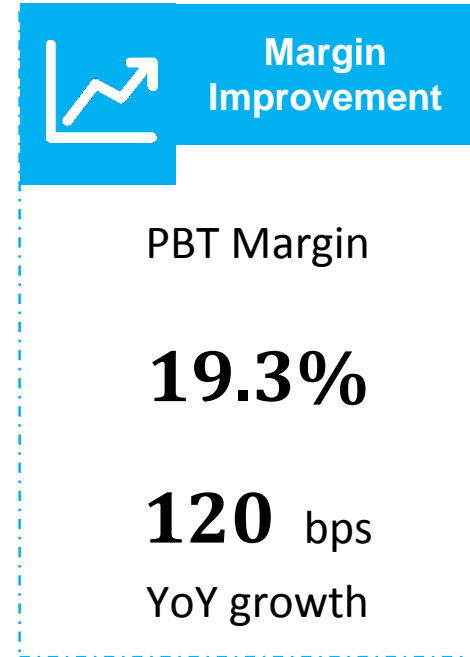
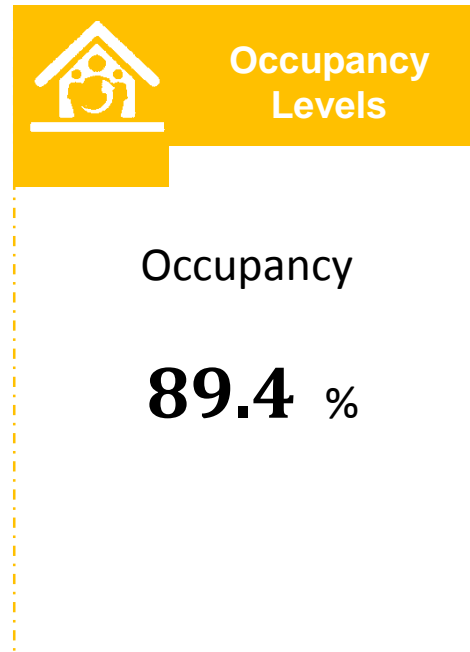
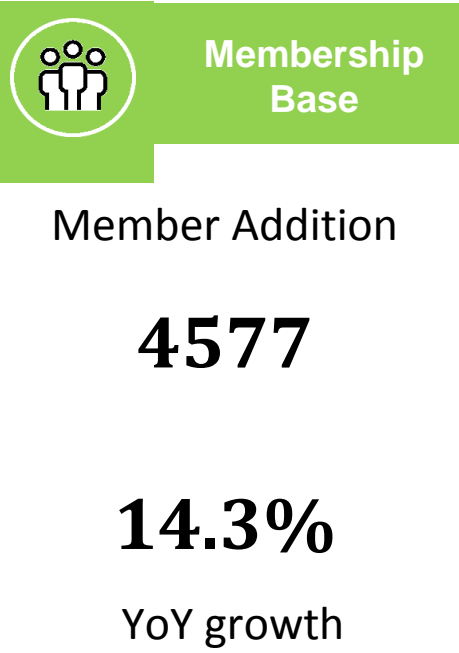
Offer unparalleled family holidaying experiences

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

Operating Performance

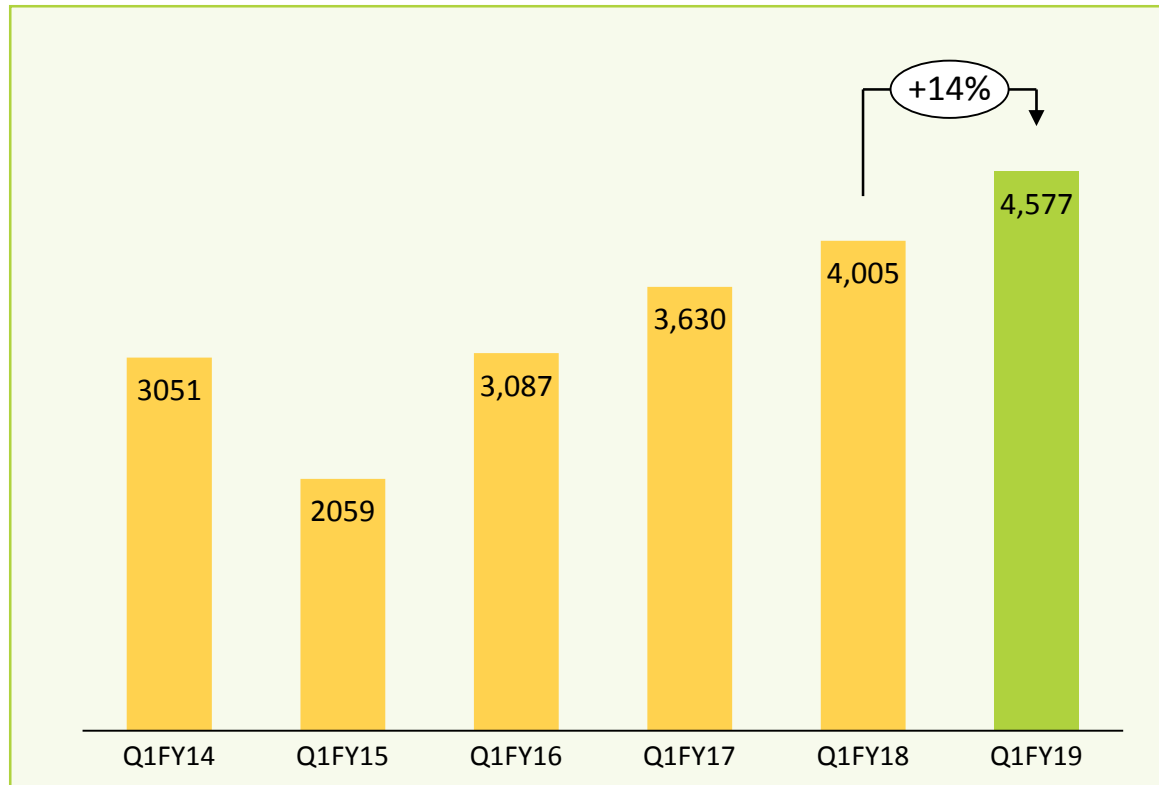


Key indicators (No)	Q1 FY19	Q1 FY18	YoY
New member - added	4,577	4,005	14.3%

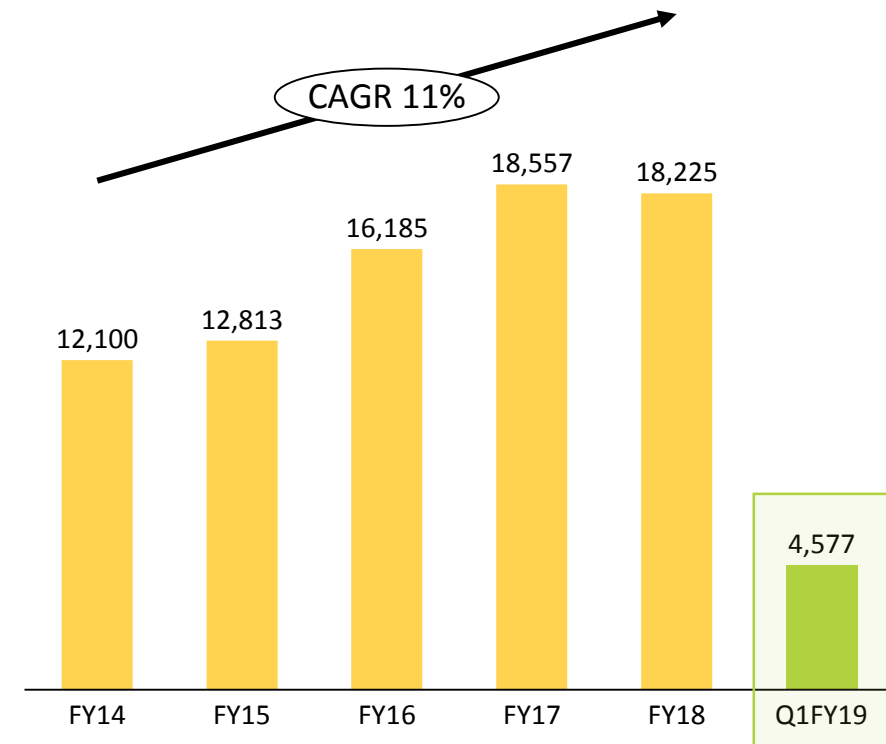
Resort Details	Q1 FY19	Q1 FY18
No of Resorts	55	49
No of Rooms	3,472	3,207
Occupancy %	89.4%	89.6%
ARR (Rs)	5,087	4,976

Member Additions

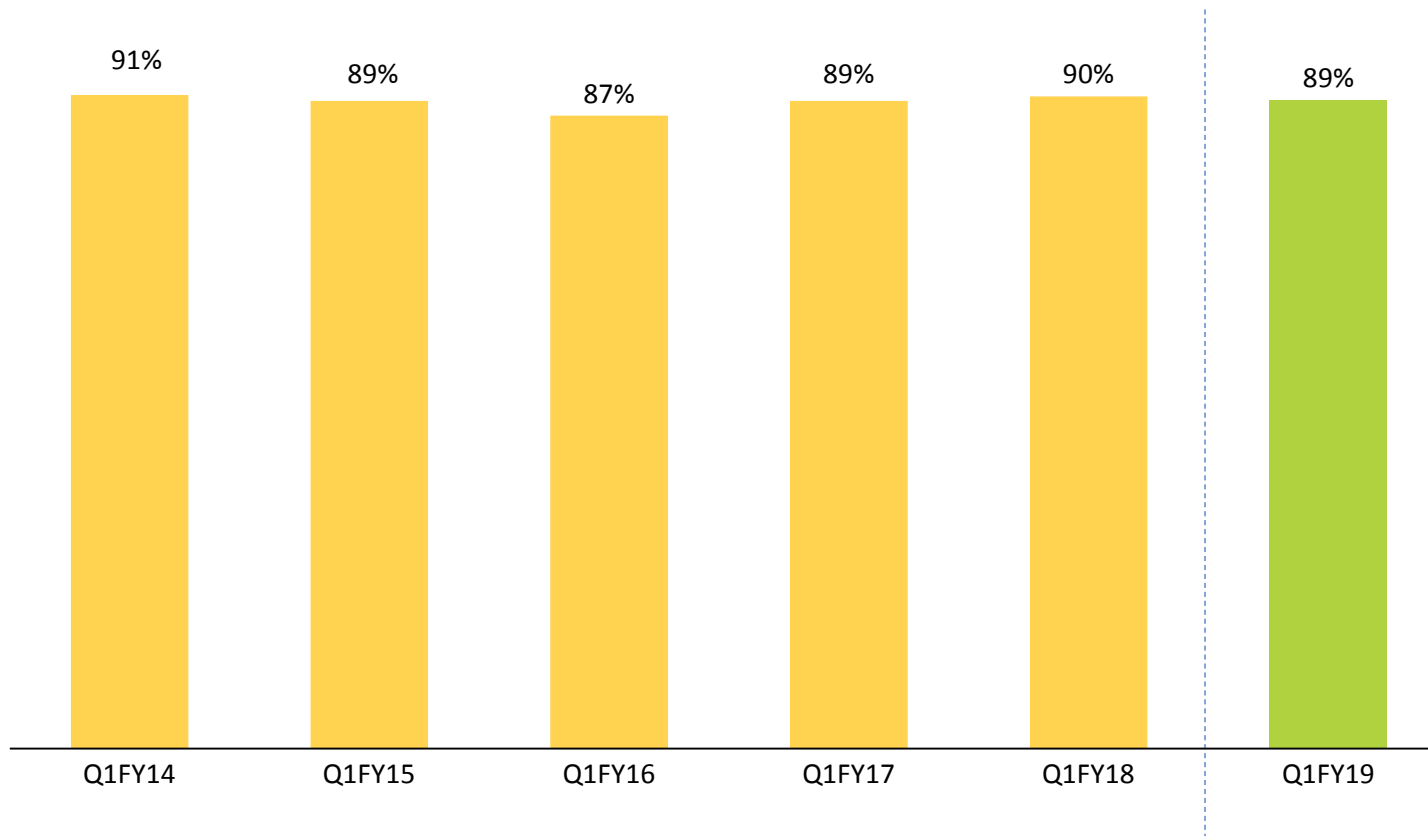
Q1 Membership Trend



Annual Membership Trend

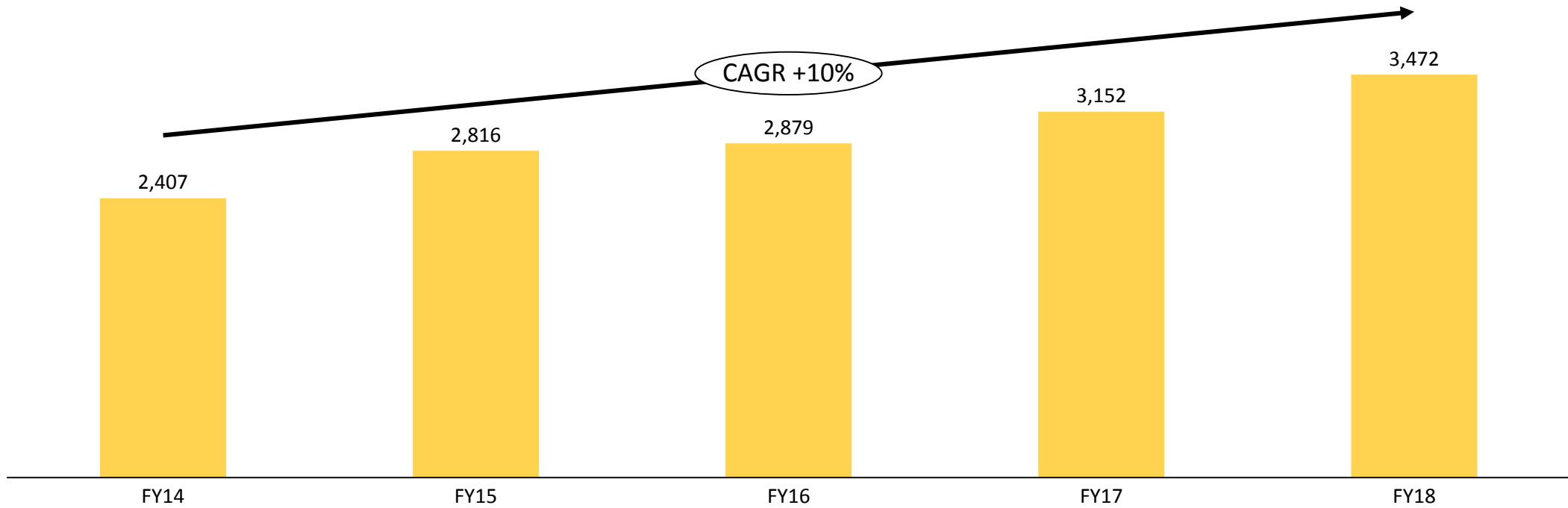


Q1 Occupancy Trend



- Consistent occupancy trend
- 320 Room Additions in FY'18

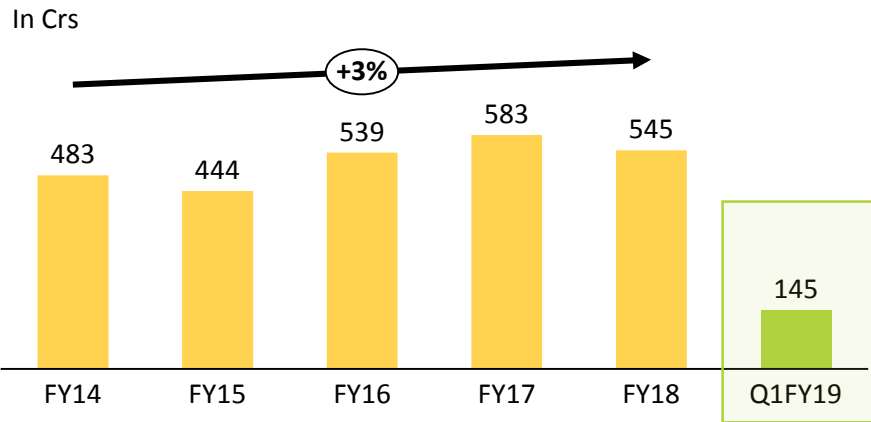
Room Inventory Trend



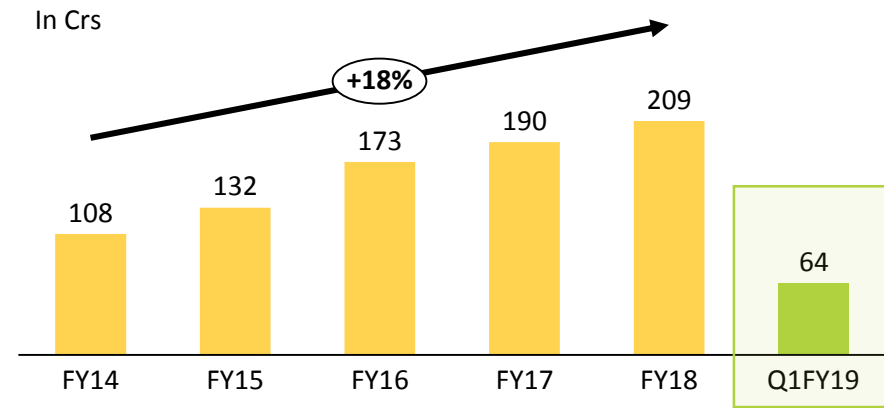
200 units under construction in Ashtamudi, Kerala & Assonora, Goa.

Financial Performance

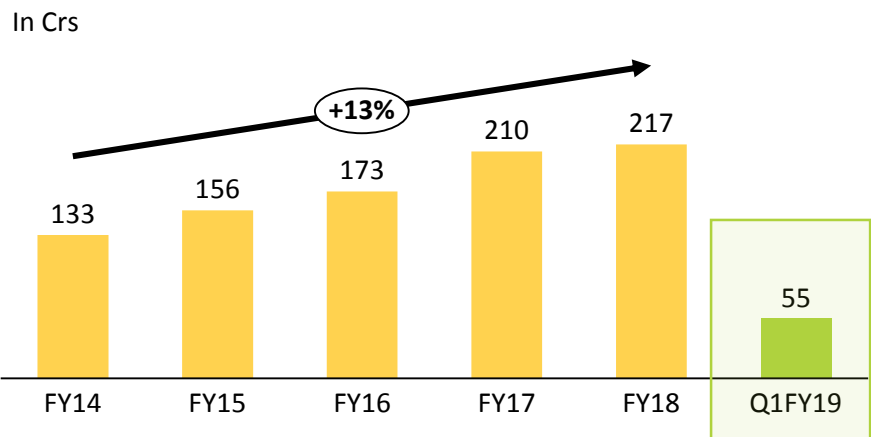
VO Income Trend



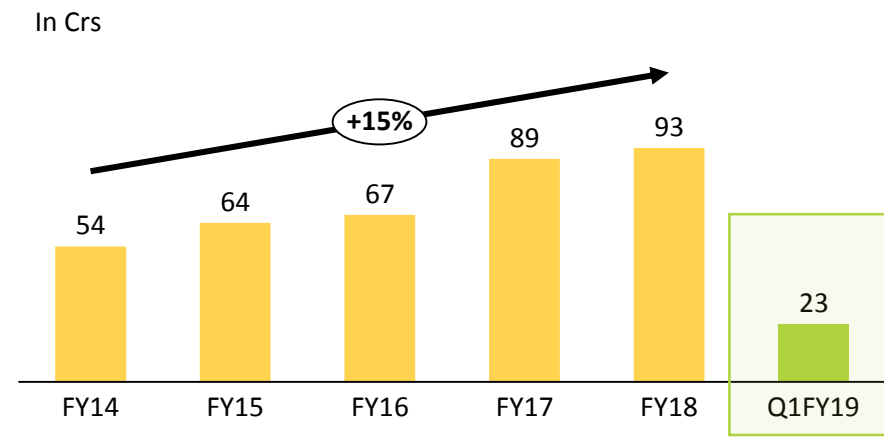
Resort Income



ASF Income



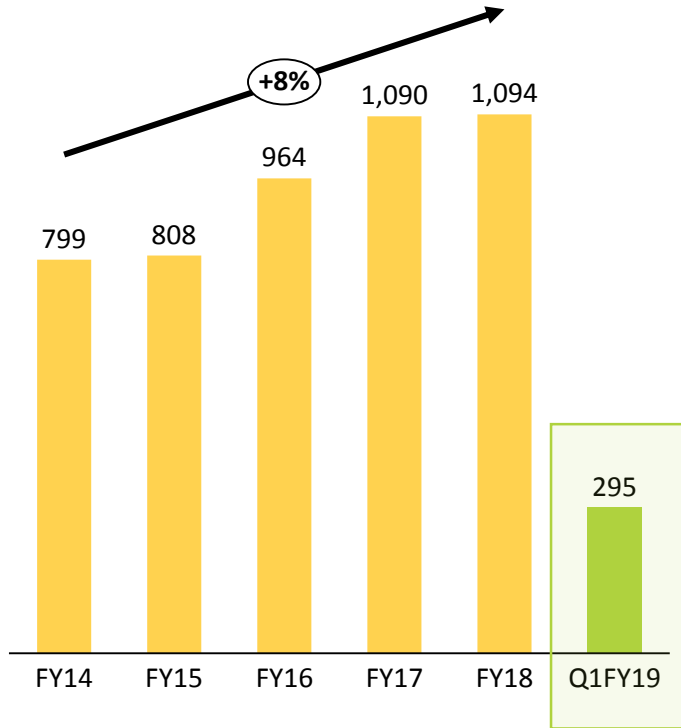
Interest & Others



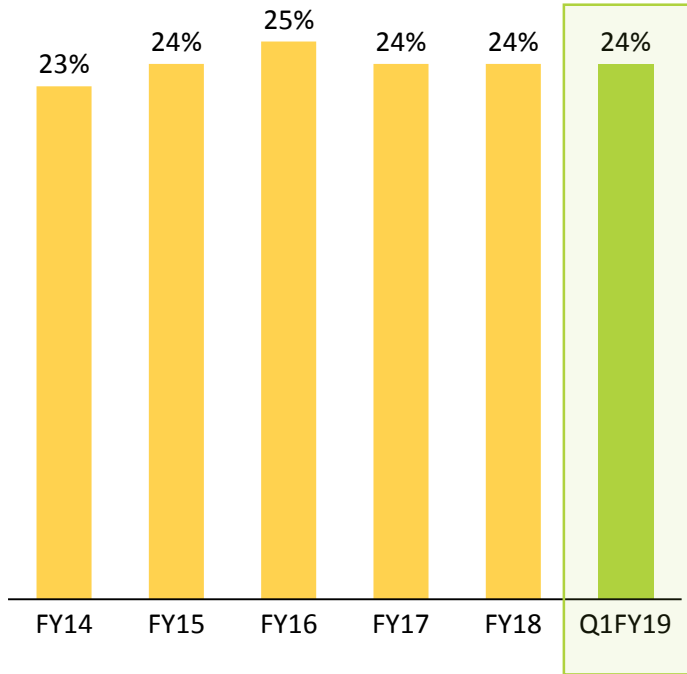
Note: Figures above are as per Ind AS 18 - for comparison purpose

Total Income

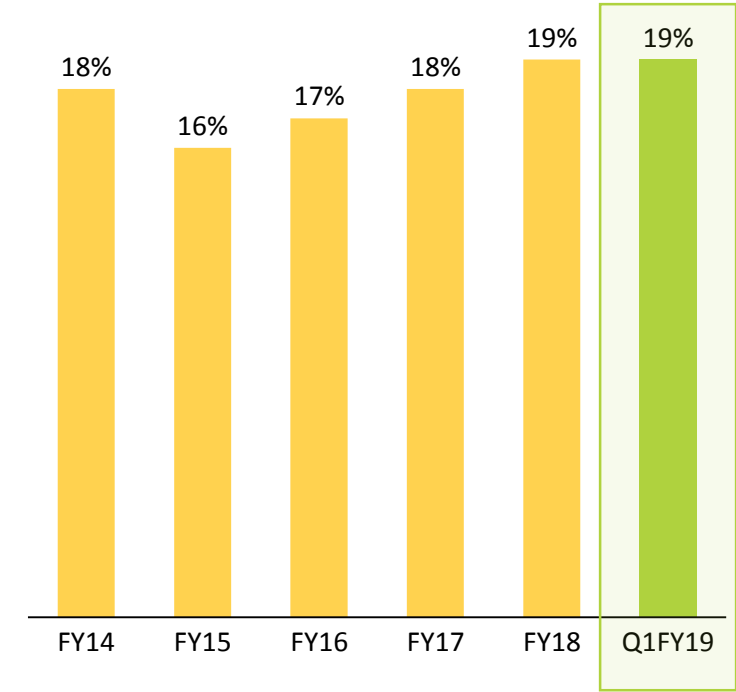
In Crs



EBITDA

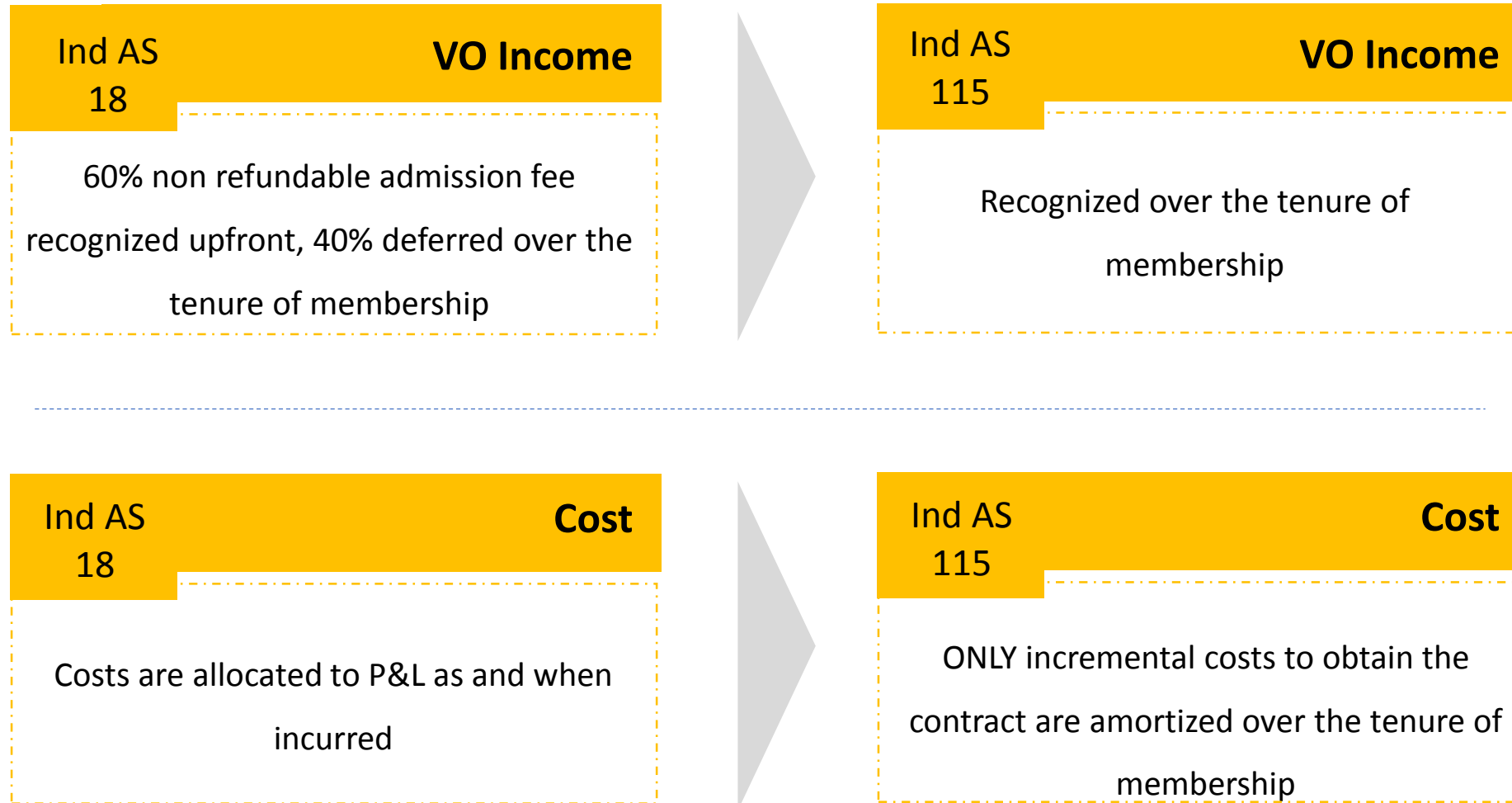


PBT



Note: Figures above are as per Ind AS 18 - for comparison purpose

New Accounting Standard – Ind AS 115



Income Break Up

In Lakhs	Ind AS 115	Ind AS 18	Ind AS 18	Growth
Total Income	Q1 FY19	Q1 FY19	Q1 FY18	YoY
Income from VO, ASF & Others	17,050	22,353	20,982	6.54%
Resort Income	6,404	6,404	5,727	11.8%
<i>Room</i>	1,394	1,394	1,080	29.0%
<i>F&B</i>	3,874	3,874	3,585	8.1%
<i>Holiday Activity & Others</i>	1,136	1,136	1,062	7.0%
Non-Operating Income	779	779	649	19.8%
Total Income	24,233	29,536	27,358	8.0%

Profit & Loss Statement

In Lakhs	Ind AS 115	Ind AS 18	Ind AS 18	Growth
Rs.	Q1 FY19	Q1 FY19	Q1 FY18	YoY
Revenue from Operations	23,454	28,757	26,709	7.7%
Non-Operating Income	779	779	649	19.8%
Total Income	24,233	29,536	27,358	8.0%
Employee Benefit Expenses	6,225	6,907	6,287	
Finance Cost	1	1	1	
Depreciation	1,318	1,318	1,427	
Sales & Marketing Expenses	4,212	5,095	5,053	
Rent	3,137	3,137	2,547	
Other Expenses	7,182	7,376	7,090	
Total Expenditure	22,075	23,834	22,405	6.4%
Profit Before Tax (PBT)	2,158	5,702	4,953	15.1%
Profit after Tax (PAT)	1,373	3,679	3,234	13.8%

Ind AS 115 – Reconciliation for Q1 FY'19

In Lakhs

Sl. No	Particulars	Quarter ended June 30, 2018 (Unaudited)			Quarter ended June 30, 2017 (Unaudited)
		As reported	Impact of Ind AS 115	Amount without adoption of Ind AS 115	Amount without adoption of Ind AS 115
1.	Revenue from Operations	23,454	5,304	28,757	26,709
2.	Other Income	779	-	779	649
3.	Total Income (1+2)	24,233	5,304	29,536	27,358
4.	Expenses				
	a. Employee benefits expense	6,225	682	6,907	6,287
	b. Finance costs	1	-	1	1
	c. Depreciation and amortisation expense	1,318	-	1,318	1,427
	d. Other expenses	14,531	1,076	15,608	14,690
5.	Total Expenditure	22,075	1,758	23,834	22,405
6.	Profit before tax (3-5)	2,158	3,544	5,702	4,953
7.	Tax expense				
	- Current tax	1,726	-	1,726	1,577
	- Deferred tax	(941)	1,239	297	142
	Total tax expense on 6 above	785	1,239	2,023	1,719

Ind AS 115 – Reconciliation for Q1 FY'19

In Lakhs

Contd..

Sl. No	Particulars	Quarter ended June 30, 2018 (Unaudited)			Quarter ended June 30, 2017 (Unaudited)
		As reported	Impact of Ind AS 115	Amount without adoption of Ind AS 115	Amount without adoption of Ind AS 115
8.	Profit after tax for the period (6-7)	1,373	2,306	3,679	3,234
9.	Other comprehensive income				
	Items that will not be reclassified to profit or loss				
	Remeasurements of the defined benefit liabilities / (asset)	72	-	72	(20)
	Income taxes related to items that will not be reclassified to profit or loss	(25)	-	(25)	7
	Net other comprehensive income not to be reclassified subsequently to profit or loss	47	-	47	(13)
10.	Total Comprehensive Income for the period (8+9)	1,420	2,306	3,726	3,221
11.	Earnings Per Share on Net Profit for the period (sl no 8) in Rupees (not annualized)				
	(a) Basic (in Rs)	1.03	1.74	2.77	2.43
	(b) Diluted (in Rs)	1.03	1.73	2.76	2.42


Business Fundamentals remain the same



Profitability


Profitability remains the same over the tenure of membership

Unit Economics does not change




Assets

Strong Balance Sheet



Operating Cashflow

Operating Cashflow remains the same

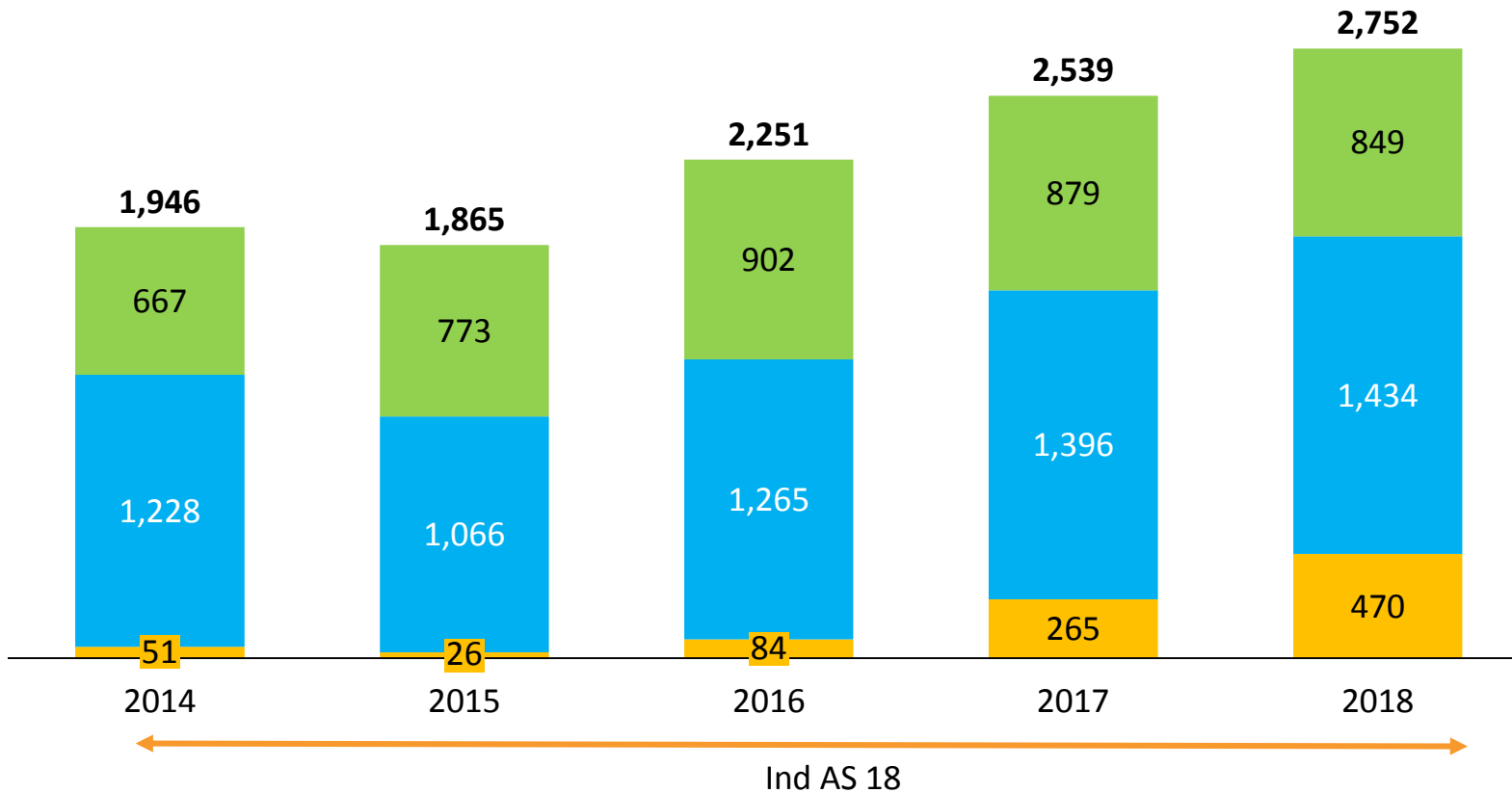


Deferred Revenue

Significant increase in Deferred Revenue

Strong Balance Sheet Position

In Crs



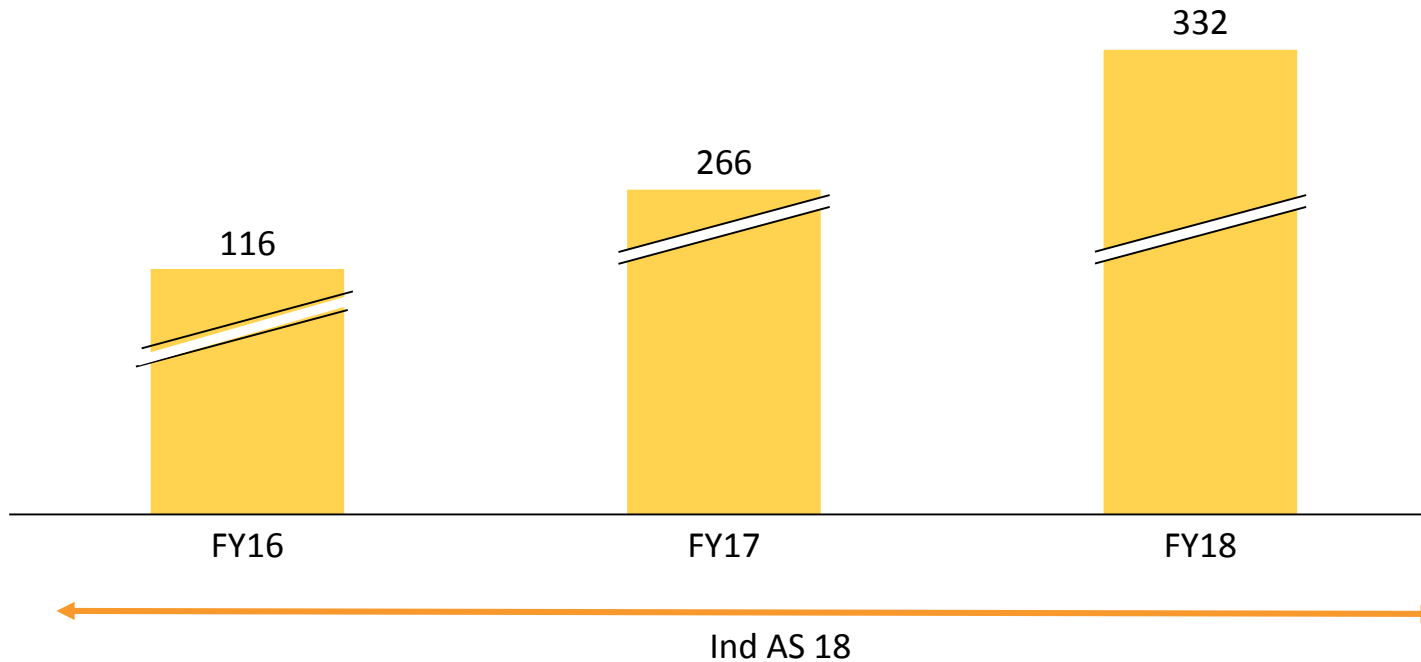
9X
Increase in Cash & Cash Equivalents in 5 Years

27%
Increase in Fixed Assets

Fixed Assets (At WDV) Receivables Cash & Cash Equivalents

Operating Cash continues to grow

In Crs



2.9x
Increase in Operating
Cash in 3 years

714 Crs
Cumulative operating
Cash in past 3 years

Member Engagement Initiatives

Experiential Activities around the Resort



Igloo Stay @ Hamta, Manali



Sunset & Rock garden trekking: A sunset trek in Chakung, Uttarakhand



Only at ClubMahindra

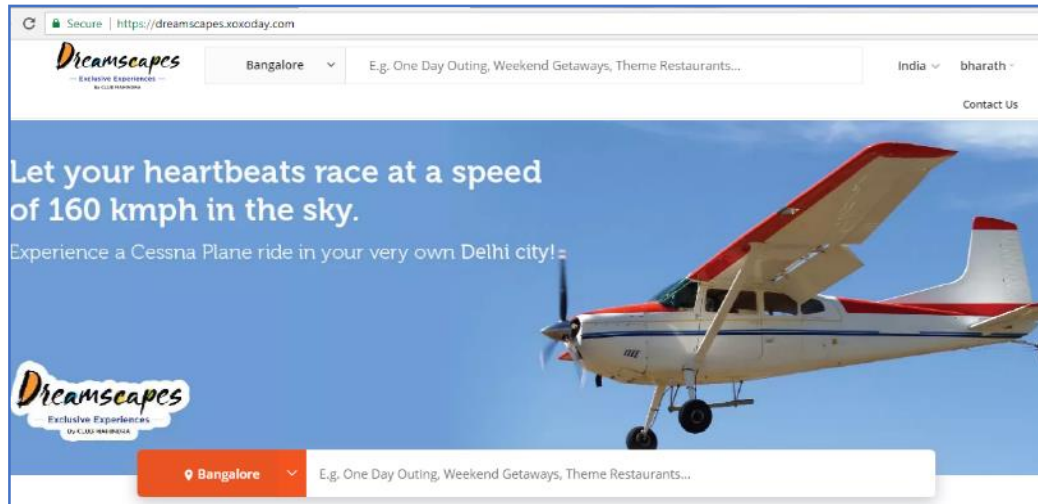
at the Rock Garden or simply plan a one-day picnic at a bird's-eye-view of Baiguney!

4 people): ₹4,000 + applicable tax & service charge.

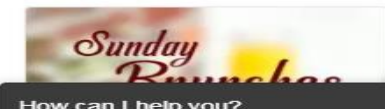
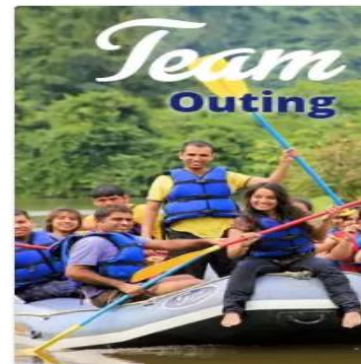
with picnic (4 people): ₹5,500 + applicable tax & charge.

For details, dial extension no. 219

Dreamscapes (In-city Experiences)



Experience Tags



See all >

How can I help you? 

Glimpses of Ladakh

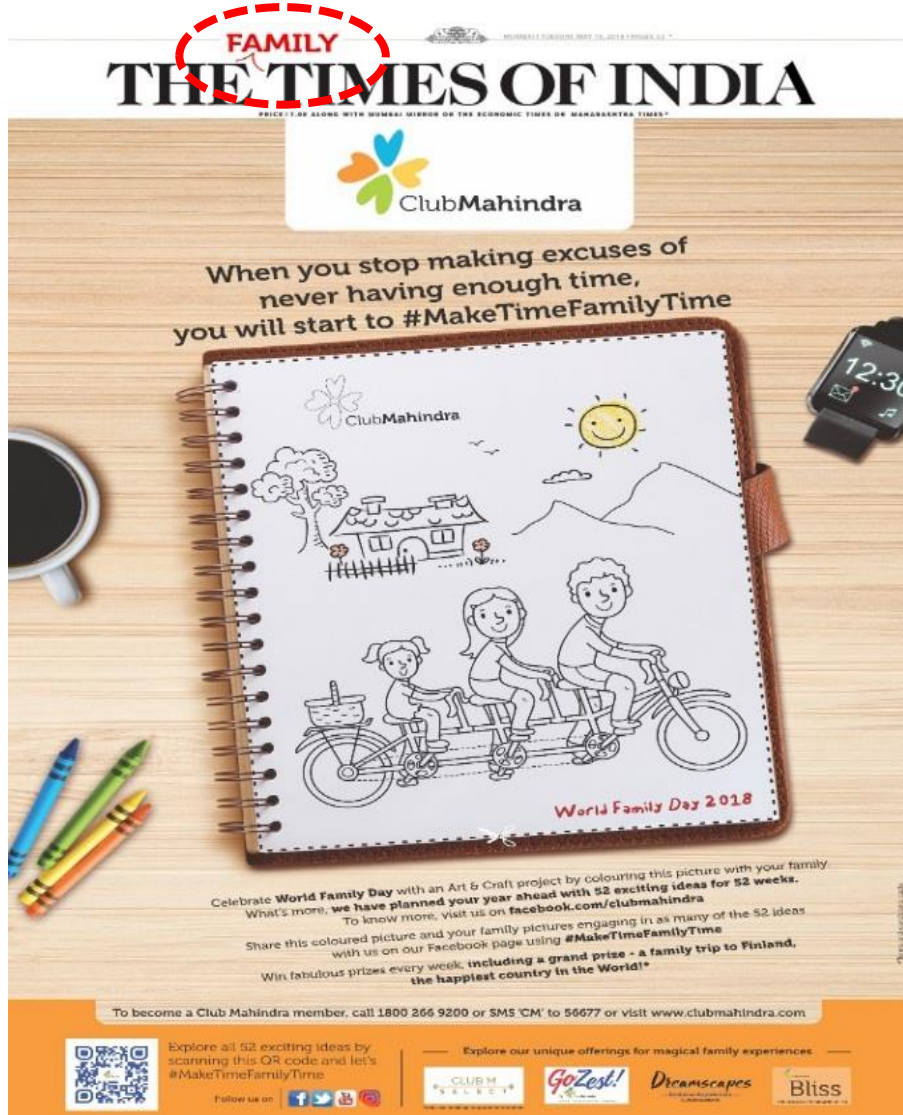
- Specially curated for family
- 6N/ 7 Days with 2 nights of camping experience
- Cost- Rs 15000 per person only



Chardham Yatra

- Exclusive Chardham Packages for members at the best prices
- Customized packages as per the requirement





FAMILY
THE TIMES OF INDIA
PRICE: ₹. 25 ALONG WITH MUMBAI MIRROR OR THE ECONOMIC TIMES OR MAHARASHTRA TIMES*

ClubMahindra

When you stop making excuses of never having enough time, you will start to #MakeTimeFamilyTime

ClubMahindra

World Family Day 2018

Celebrate World Family Day with an Art & Craft project by colouring this picture with your family. What's more, we have planned your year ahead with 52 exciting ideas for 52 weeks. To know more, visit us on [facebook.com/clubmahindra](https://www.facebook.com/clubmahindra). Share this coloured picture and your family pictures engaging in as many of the 52 ideas with us on our Facebook page using #MakeTimeFamilyTime. Win fabulous prizes every week, including a grand prize - a family trip to Finland, the happiest country in the World!

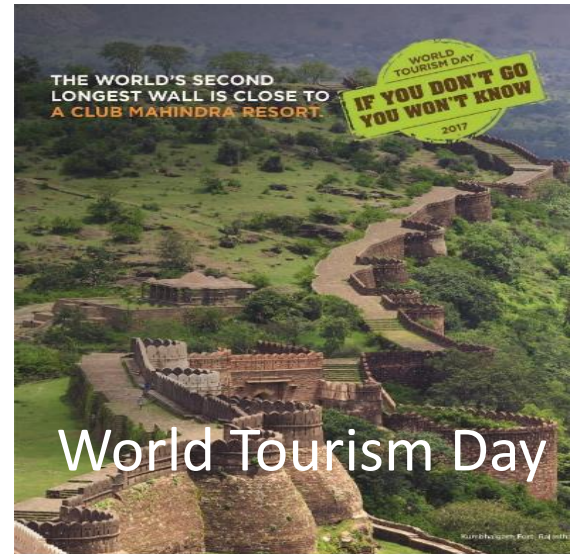
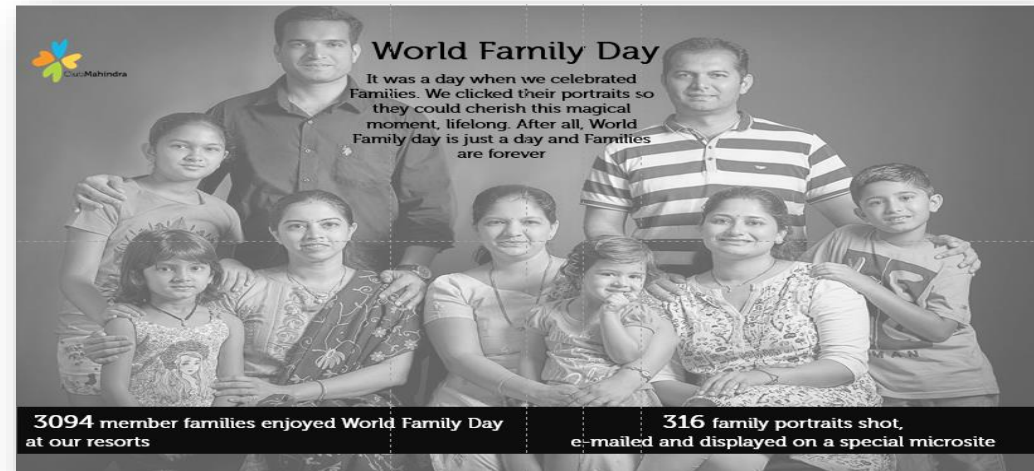
To become a Club Mahindra member, call 1800 266 9200 or SMS 'CM' to 56677 or visit www.clubmahindra.com

Explore all 52 exciting ideas by scanning this QR code and let's #MakeTimeFamilyTime

Follow us on

Explore our unique offerings for magical family experiences

CLUBM SELECT GoZest! Dreamscapes Bliss

World Family Day

It was a day when we celebrated Families. We clicked their portraits so they could cherish this magical moment, lifelong. After all, World Family day is just a day and Families are forever

3094 member families enjoyed World Family Day at our resorts

316 family portraits shot, e-mailed and displayed on a special microsite

New Theme Events

Carnival Night at Varca and Emerald Palms



Jungle Theme Party for Kids - Corbett



Zombie Night at Emerald Palms, Madikeri & Jaisalmer

Awards & Accolades

Top in 100 – GPTW 2018



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

Golden Peacock Award - Sustainability



WINNER

TISS Leapvault – Gold Award Winners



CLO Award



Thank You