

July 31, 2019

MHRIL/SE/19-20/47

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, 2019

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, 2019 to be made to the Investors / Analysts.

The aforesaid presentation is also being hosted on the website of the Company, <u>www.clubmahindra.com</u> 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

Dhanraj Mulki

General Counsel & Company Secretary

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 t: +91 22 3368 4722. f: +91 22 3368 4721

Registered Office: Mahindra Towers, 2nd floor, 17/18 Patullos Road. Chennai - 600 002 t +91 44 3988 1000 f: +91 44 3027 7778







This presentation may contain 'forward looking statements' within the meaning of applicable laws and regulations. Investors are cautioned that 'forward looking statements' are based on certain assumptions, which Mahindra Holidays & Resorts India Limited considers reasonable at this time and our views as of this date and are accordingly subject to change. Actual results might differ substantially or materially from those expressed or implied. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise. Future results, performance and achievements may be affected by general economic conditions, regulatory environment, business conditions, changes in statutes and operating risks associated with the vacation ownership / hospitality industry and other circumstances and uncertainties. No representation / assurance is given by the Company as to achievement or completeness of any idea and / or assumptions.

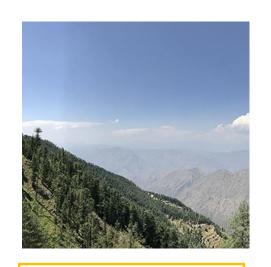
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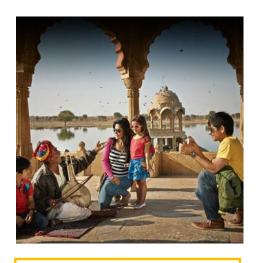
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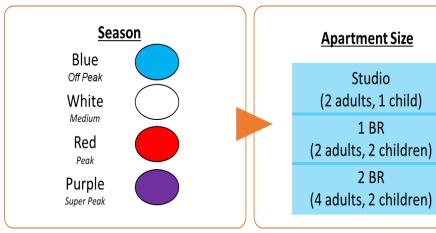


Q1 FY20 Results Update



Business Model

Club Mahindra (CMH 25) Flagship Product Offering



Apartment Size

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

Product Portfolio



Bliss for 50 year+ Age

Target Profile of CMH 25 Member



28+ years of age Married; 1-2 children (Age 3-15 years) NCCS A+ & A

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

Strategic Priorities

Grow Member Base

Create Marquee resorts in unexplored destinations

> **Drive Operational Efficiency**

Strengthen & Leverage Brand

Member Engagement

Maximize Lifetime Value of members



Sales Network and Revenue & Cost Model

Sales Network

- 124 branch offices, sales offices & channel partners
- Leads generated through Digital route, Referrals,
 Alliances, On-ground Events/Activities, Campaigns
- Share of pull based Digital & Referral leads stable at 44% in FY19.

Cost Model

ASF funds maintenance, renovation of resorts & member servicing

Revenue Model

- Vacation Ownership Income
 - Admission Fee
 - Entitlement Fee
 - Income from Upgrades
- Annual Subscription Fee
- Interest on Instalments

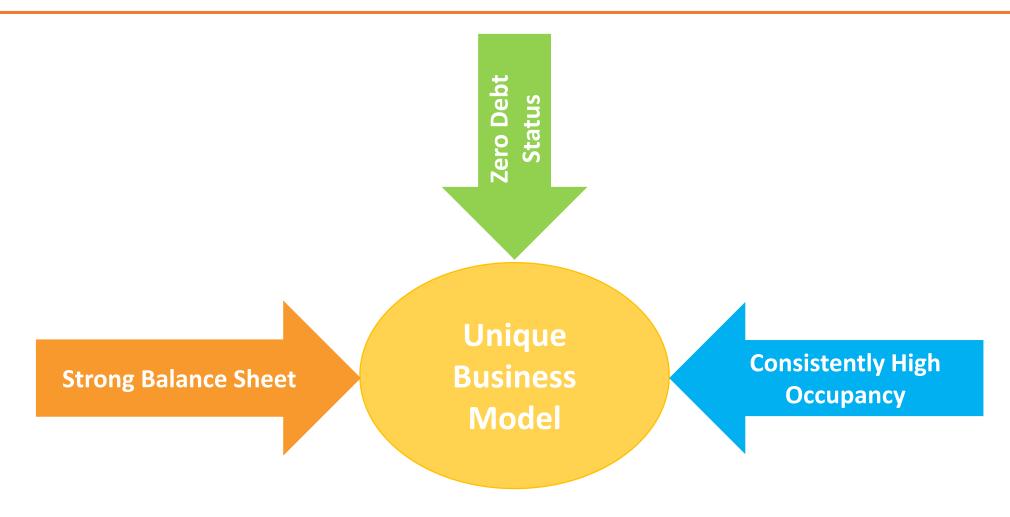
- Resort Income
 - Room
 - F&B
 - Holiday Activity
 - Spa & Wellness



Unique Business Model



Unique Business Model





Unique Business Model - Strong Balance Sheet



Deferred Revenue

Rs. 5,356 Cr

Income which will be recognized over the tenure of membership



Strong Cash Position

Rs. 655 Cr

Organic Growth
can be met
without relying
on External
Debt



Receivables

Rs. 1,669 Cr

Opportunity for Inorganic growth through Securitization



Strong Asset
Base

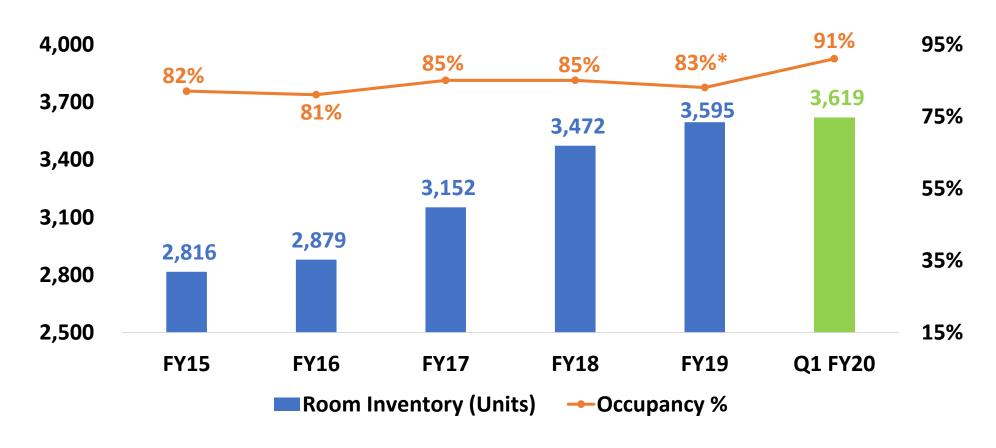
Rs. 1,786 Cr*

61 Resorts
Includes Land
Assets
of Rs. 1,129 Cr

^{*}Excluding IND AS 116 ROU Asset



Unique Business Model - Consistently High Occupancy



^{*}Low Occupancy due to unprecedented floods in Kerala & Coorg in August'18

High occupancy in resorts at 91% even with growing Inventory



Leadership Position in Vacation Ownership



Leadership Position in Vacation Ownership

Trusted Brand

Choice of 61 fully serviced resorts for Members

2.47 Lakh+ Member base
Track record of over two decades

Member Engagement

Significant Recurring
Income
streams/Revenue
Visibility



Resort Diversity

Hill Stations

- Manali, Shimla, Naldhera, Kandaghat
- Dharamshala, Kanatal, Binsar
- Mussorie, Naukuchiatal, Srinagar
- Munnar, Ooty, Kodaikanal, Coorg, Yercaud, Wayanad
- Gangtok, Baiguney, Kalimpong, Darjeeling, Namchi
- Mahabaleshwar, Lonavala, Hatgad

Wildlife

- Corbett
- Gir
- Kanha
- Thekkady

Beaches

- Varca, Emerald Palms, Acacia Palms -Goa
- Cherai
- Pondicherry
- Ganpatipule
- Srilanka
- Diu

Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur
- Jodhpur
- Dwarka, Gujarat
- Hampi, Karnataka

Backwaters

- Ashtamudi
- Kumarakom
- Poovar
- Allepey

Cities

- Cochin
- Nadiad
- Dubai
- Kuala Lumpur
- Singapore
- Bangkok
- Ahmedabad



Member Engagement

Dreamscapes

- Wide variety of in-city experiences especially curated for members
- 2,200+ experiences available in 50 cities

Heart-to-Heart

- In-city meets include leisure & edutainment activities for members
- 18,000+ members participated in FY19

Curated Vacations

 Festivals & theme-based vacation experiences for members at attractive prices

Exchange Program

- Creating choice of destinations for members for a Fee (109 Partners Hotels across 65+ destinations
- Exchange of room nights for stays at reputed hotel chains in India & abroad

Cruise Experiences

- Preferential pricing & room night exchange for cruise experiences
- Available on popular cruising routes in South Asia and South East Asia

Mobile App

- Mobile app has become preferred platform of engagement for members
- Use of Analytics for personalised recommendations

Video/Social Media

- Created video content on our resorts, offerings & experiences
- Increasing Social Media presence for engagement, positive online sentiment & faster complaint resolution

Resort Campaigns

 Curating special itineraries with activities & events in some resorts e.g. 'White Winters'



Transition to IND AS 115 & 116



Transition to IND AS 115 – Impact on Revenue & Cost

Ind AS VO Income
18

60% non refundable admission fee recognized upfront, 40% of Entitlement Fee deferred over tenure of membership

Ind AS VO Income
115

Recognized over the tenure of membership

Ind AS Cost 18

Costs are charged to P&L as and when incurred

Ind AS 115 Cost

Direct Costs are charged to P&L as and when incurred &

ONLY incremental costs to obtain the contract are amortized over the tenure of membership

While significant part of Income is deferred, significant expenses are charged upfront



Transition to IND AS 115 – Key Takeaways

- Income recognized equally over the tenure of membership (4% per year for 25 year product) as against
 60% upfront in AS 18
- Only incremental costs to obtain the membership are amortized over the tenure of membership
- Unit economics remains the same over the tenure of the membership
- No impact on Cash Flows
- 95%+ of the revenues are predictable and recurring thereby significantly increasing the visibility of revenues in the Future
- Deferred Revenue will grow faster since 96% of sale value is deferred while the recognition in P&L is 4%
- Deferred Revenue will increase every year from the growing Deferred Revenue Pool, without incremental cost, will lead to improvement of profitability in the future



Transition to IND AS 116 – Key Takeaways

- The Ministry of Corporate Affairs (MCA) vide notification dated March 30, 2019 has made Ind-AS 116
 "Leases" (Ind-AS 116) applicable w.e.f. April 1, 2019.
- The Company has applied the modified retrospective approach as per para C5(b) of Ind-AS 116 to existing leases as on April 1, 2019 and the cumulative effect of applying this standard is recognized at the date of initial application i.e. April 1, 2019 in accordance with para C7 of Ind-AS 116 as an adjustment to the transition difference under other equity.
- Changes in the Balance sheet: IND AS 116 requires lessee to recognize lease assets (Right of Use) and lease liabilities.
- Changes in the P&L Account: Amortization of Right of Use asset and notional finance cost on the lease liability substitutes the actual lease rental costs.

Operating Performance



Q1 FY20 Performance



Member Addition

4,371



PBT Margin

10.8%

190 bps YOY growth



Resort Income

Resort Income

Rs. 69 Cr

7.5 % YOY growth



Occupancy

Occupancy

Levels

91.0%

160 bps YOY growth



Key Indicators

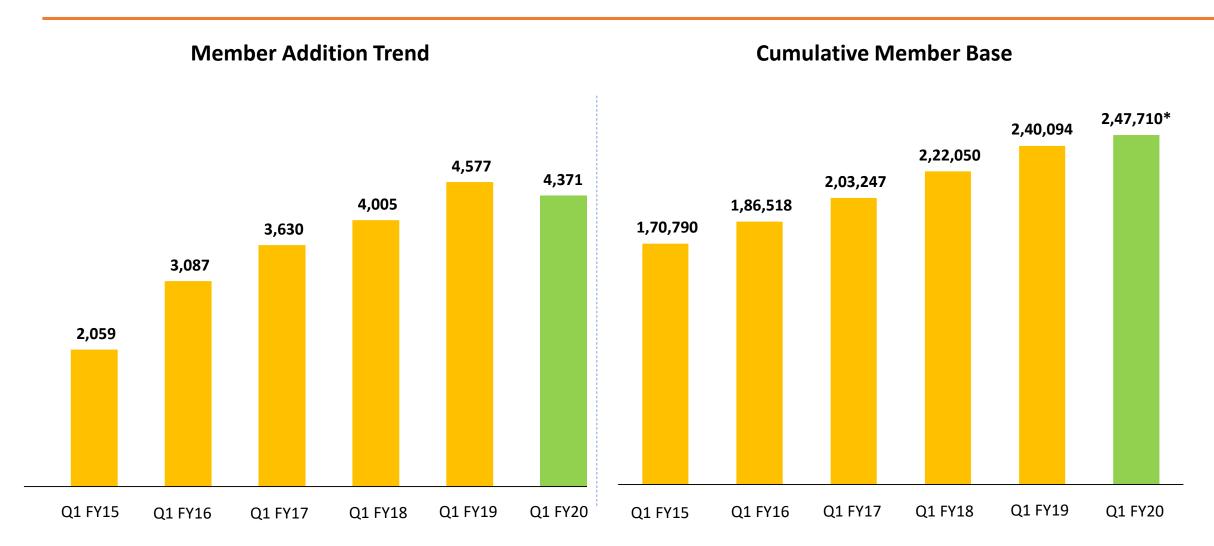
Key indicators (No)	Q1 FY20	Q1 FY19
Cumulative member base	247,710 *	240,094

Resort Details	Q1 FY20	Q1 FY19
No of Resorts	61	55
No of Rooms	3,619	3,472
Occupancy %	91.0%	89.4%

^{*} Net of one-off cancellation of 9,556 overdue members, in Q4 FY19



Member Additions

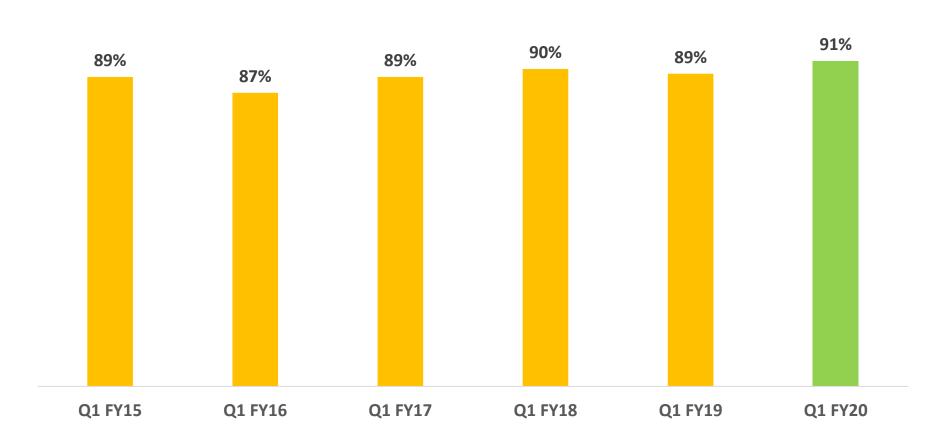


^{*} Net of one-off cancellation of 9,556 overdue members, in Q4 FY19.



Occupancy Trend

Occupancy Trend





Our growing International presence

40 destinations & growing....





Member Engagement



In Resort Experiences

















Goan Theme at Varca

Ocean Theme at Pondicherry

E-Bike tours at Emerald Palms

Sunshine Summer Camp





World Family Day 2019

Multi-media association which aligns with our brand mission of 'Good Living, Happy Families'
Using Origami (a Japanese art form) to make families learn together, laugh together and bond together

Media Innovation



TOI Front Page that families can fold to **create Origami** & **unfold magical memories**

Resort & Mall Activation



Origami based activations on-ground to drive prospect and member engagement

Social Media & PR





Campaign trended at #3 nationally on Twitter Significant PR coverage across leading websites



Movie Alliance: Spiderman Far From Home

Partnership to drive brand engagement, drive leads as well as activation for Club M Select and Resorts

Co-branded Contest TVC





Resort & Mall Activation with official Spiderman mascot







Digital Engagement





CLUB M SELECT:

The Platform of Unique Privileges



365-day engagement platform for members across dining, travel & lifestyle experiences

Enhances membership value during sales pitch and Increases Member satisfaction driving referrals and spends

22,000 + Members enrolled



Upto 40% off 400,000 hotels worldwide



13% cashback
On 12,000+
cruises



24 golf clubsPrivileged access program



25% flat discount
In fine dining
restaurants



70,000+International excursions and transfers



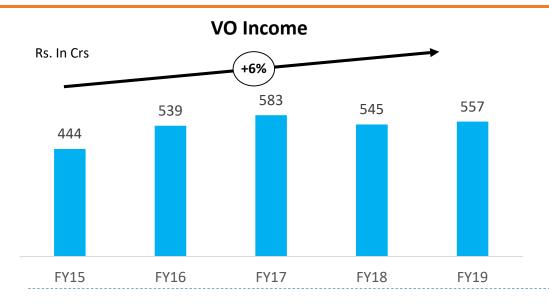
40% discount
Yoga packages in
75 studios across
35 cities

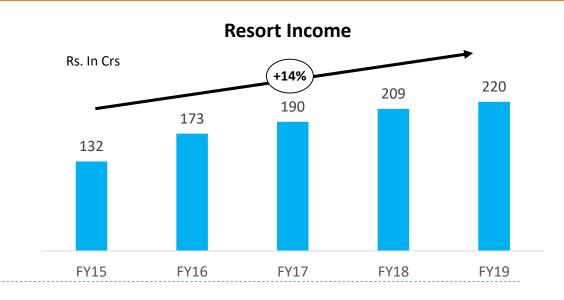
Historical Financial Performance Ind AS 18

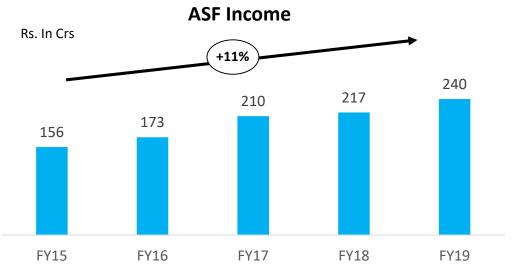


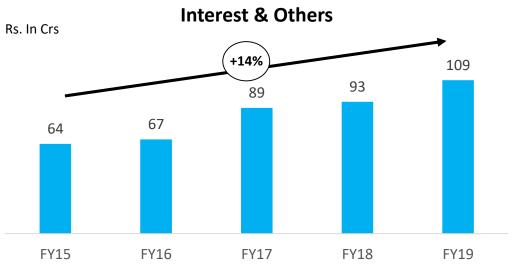
Income Trend

IND AS 18





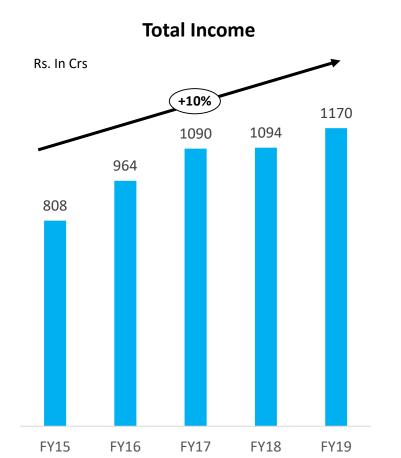






Performance Trend

IND AS 18



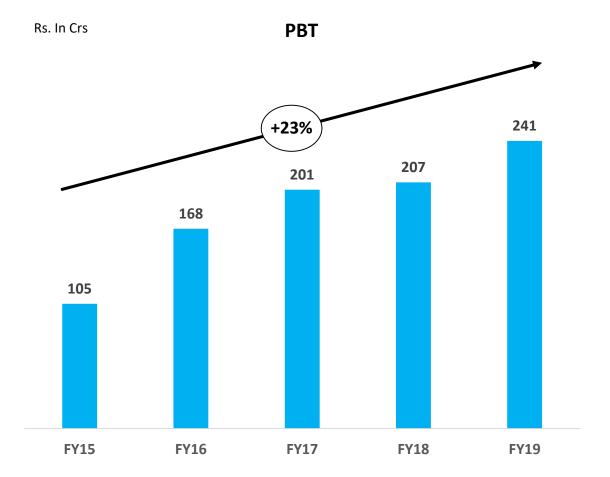


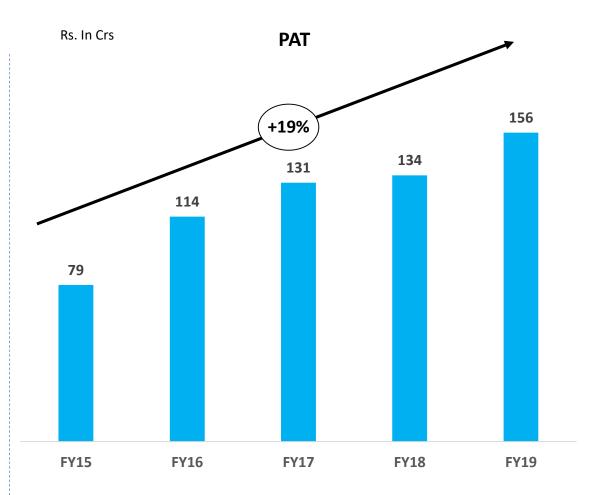
EBITDA Margin





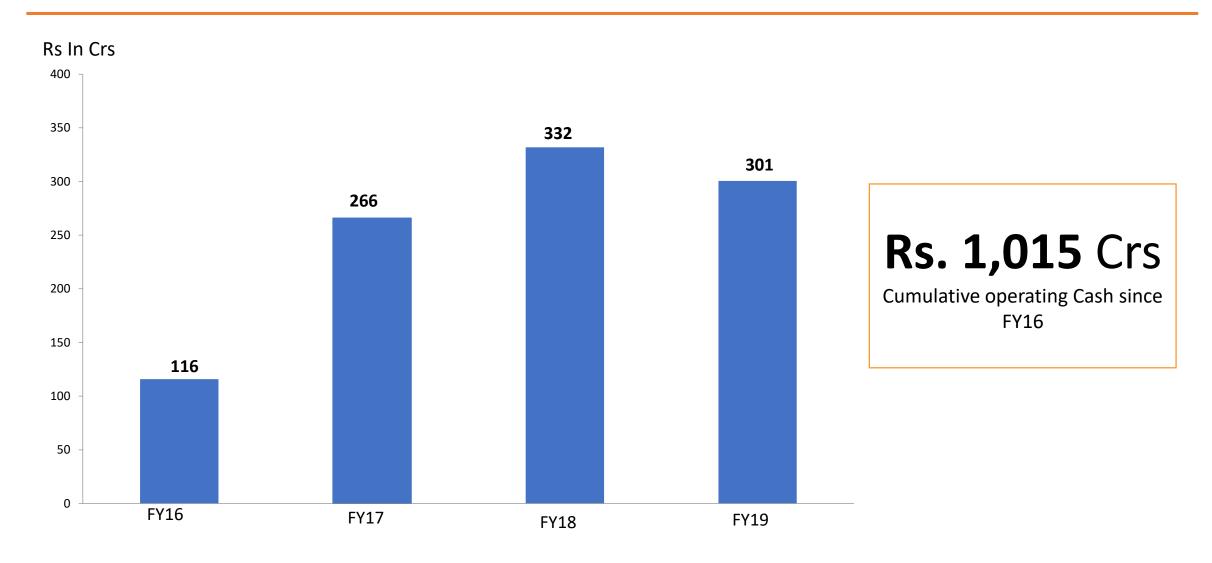






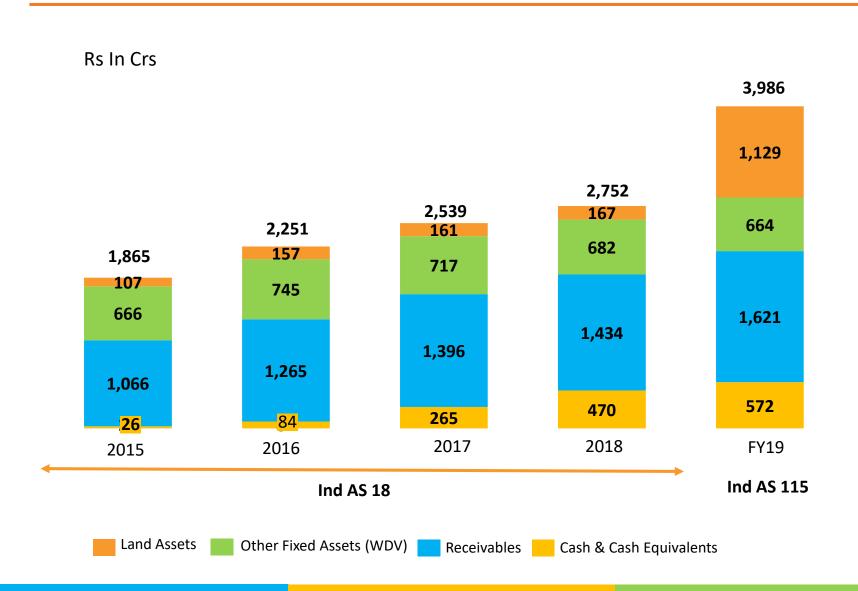


Cash from Operations continue to grow





Strong Balance Sheet Position



Land Assets Revalued during Sep'18 & stands at Rs. 1,129 Cr as on Mar'19

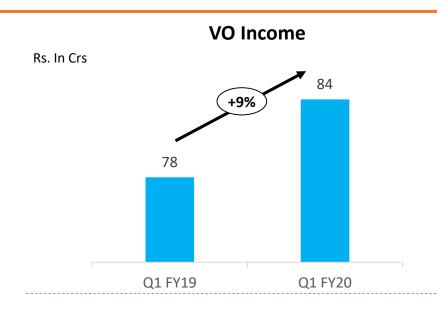
Cash growing at a healthy rate

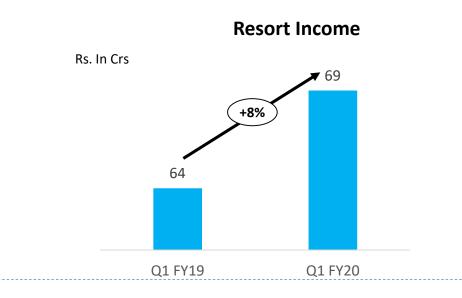
Financial Performance IND AS 116

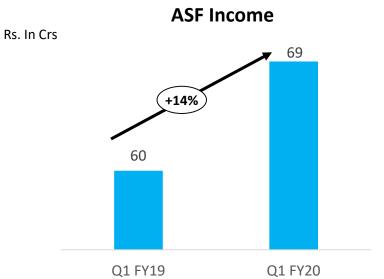
AS 116

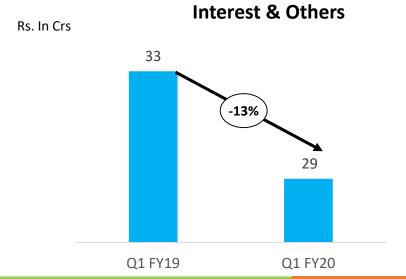


Income Trend



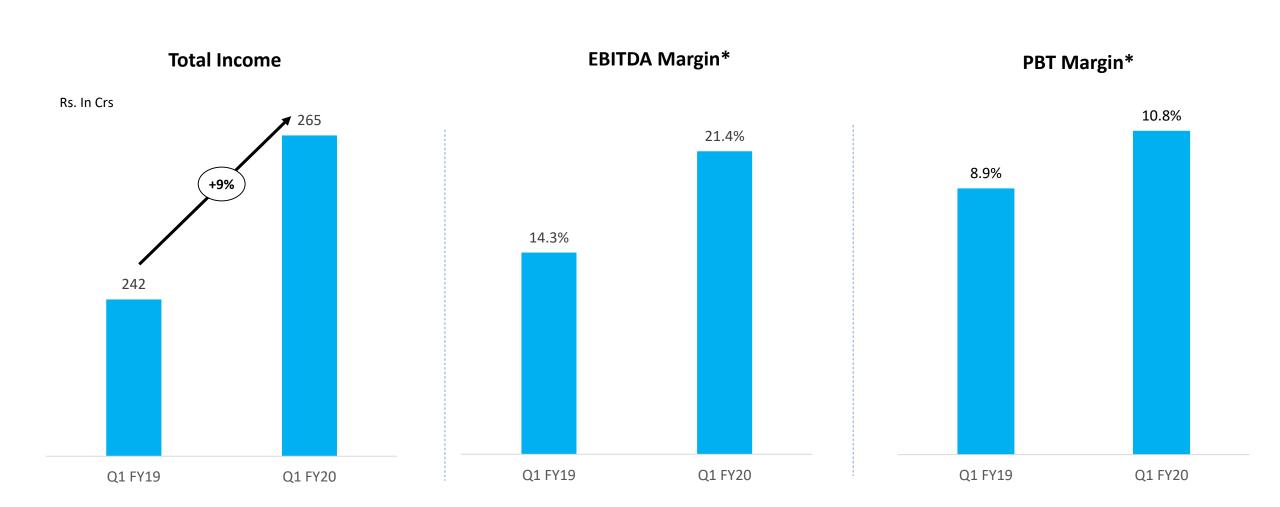








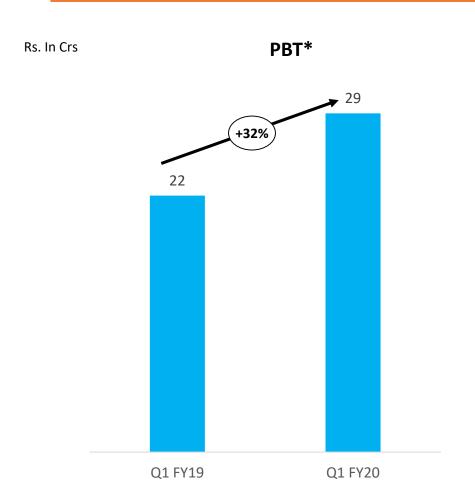
Performance Trend

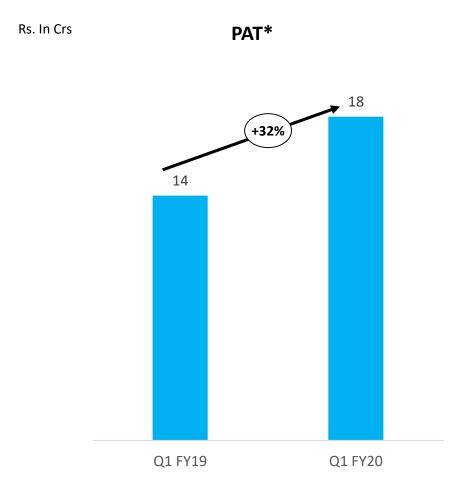


^{*}Q1 FY20 numbers are post IND AS 116 impact



Profit Growth





^{*}Q1 FY20 numbers are post IND AS 116 impact



Income Break Up – Q1 FY'20

Rs. In Lakhs			Growth
Total Income	Q1 FY20	Q1 FY19	YoY
Income from Vacation Ownership	8,444	7,753	8.9%
ASF	6,885	6,023	14.3%
Resort Income	6,885	6,404	7.5%
Room	1,534	1,394	10.0%
F&B	4,163	3,874	7.5%
Holiday Activity & Others	1,188	1,136	4.6%
Interest & Others	2,841	3,274	-13.2%
Non-Operating Income	1,427	779	83.2%
Total Income	26,482	24,233	9.3%



Impact of Ind AS 116 - Standalone

(Rs. in lakhs)

			Standalone	(Unaudited)		
			Quarter ended June 30, 2019			
SI. No	Particulars	Quai	ter ended Julie 50,	2019	June 30,2018	
31. 140	SI. NO Particulars		Immed of Ind AC	Amount without	Amount without	
		As reported	Impact of Ind AS 116	adoption of Ind	adoption of Ind	
			110	AS 116	AS 116	
1.	Profit prior to Rent, Finance cost, Depreciation and amortisation expense and taxes	7,419.63	-	7,419.63	6,613.80	
2.	Less : Rent	(1,745.18)	(1,582.28)	(3,327.46)	(3,137.18)	
3.	Profit prior to Finance cost, Depreciation and amortisation expense and taxes	5,674.45	(1,582.28)	4,092.17	3,476.62	
4.	Less: Finance cost	(412.63)	412.63	-	(0.52)	
5.	Less: Depreciation and amortisation expense	(2,411.31)	1,187.16	(1,224.15)	(1,318.10)	
6.	Profit before tax (3-4-5)	2,850.51	17.51	2,868.02	2,158.00	



Profit & Loss Statement – Q1 FY'20

Rs. In Lakhs	As reported (\	As reported (With impact of IND AS 116)		
Particulars	Q1 FY20	Q1 FY19	YoY Gr	
Revenue from Operations	25,055	23,454	6.8%	
Non-Operating Income	1,427	779	83.1%	
Total Income	26,482	24,233	9.3%	
Employee Benefit Expenses	7,081	6,225		
Finance Cost	413	1		
Depreciation	2,411	1,318		
Sales & Marketing Expenses	4,763	4,212		
Rent	1,745	3,137		
Other Expenses	7,218	7,182		
Total Expenditure	23,631	22,075	-6.6%	
EBITDA	5,675	3,477	63.2%	
EBITDA Margin	21.4%	14.3%		
Profit Before Tax (PBT)	2,851	2,158	32.1%	
Profit after Tax (PAT)	1,815	1,373	32.2%	

Without impact of IND AS 116				
Q1 FY20	Q1 FY19	YoY Gr		
25,055	23,454	6.8%		
1,427	779	83.1%		
26,482	24,233	9.3%		
7,081	6,225			
-	1			
1,224	1,318			
4,763	4,212			
3,327	3,137			
7,218	7,182			
23,613	22,075	-6.5%		
4,092	3,477	17.7%		
15.5%	14.3%			
2,868	2,158	32.9%		
1,820	1,373	32.5%		



Summarized Balance Sheet

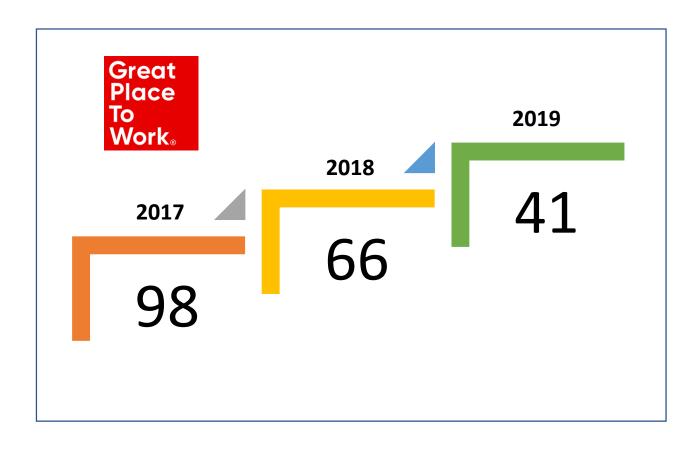
Rs. in Lakhs		
Description	As at 30 June 2019 *	As at 31 March 2019
ASSETS		
Property, Plant & Equipment	2,03,009	2,02,146
Right of Use Asset (IND AS 116)	18,549	-
Trade receivables	1,66,868	1,62,091
Cash and cash equivalents (regrouped)	65,490	57,193
Deferred Tax (Net)	43,451	42,555
Other Assets	1,19,902	1,18,571
	6,17,269	5,82,556
LIABILITIES		
Shareholders Equity	13,290	13,290
Other equity	-	-
Reserves & Surplus	65,607	63,771
Revaluation Reserve	73,759	73,759
Other Comprehensive Income	(82)	(93)
Transition Difference	(1,22,497)	(1,21,045)
Deferred Revenue		
VO	5,20,467	5,10,745
ASF	15,178	13,187
Lease Liability (IND AS 116)	20,110	-
Other Liabilities	31,437	28,942
	6,17,269	5,82,556

Awards & Accolades



Awards & Accolades

We are in the **TOP 50 companies** to work for as per the rankings released by **GREAT PLACE TO WORK**!





The Global Voice of Quality

Awards & Accolades

registered travellers of Holiday IQ

			,
RCI®	Accredited with 31 Gold crown resort status	INSTITUTE for COMPETITIVENESS PORTER PRIZE	Consecutive winners of Porter Prize for Creating Distinctive Value in Business (2017 & 2018)
V/S VFS.GLOBAL TIMES TRAVEL AWARDS	Recognized as India's Most Popular Resort Chain - 2019	STATE DEACOCA STREETS TO STATE OF THE STATE	Recognized with Golden Peacock Award for Sustainability in 2018
Confederation of Indian Industry	Significant Achievement in HR Excellence	IDC	Winner of Operational Transformation - Mobile App 2018
	Sectoral Award for	#	India's Favourite Resort Chain based on reviews of 12 mn+

HolidaylQ.com

Holiday better

Improving Customer Loyalty,

Hospitality (2018)



HCRO We Create and Sell Dream Holidays

Key Facts

- Holiday Club Resorts is the largest vacation ownership company in Europe and the leading leisure travel company in Finland
- A total of 33 resorts 25 in Finland, 2 in Sweden, 6 in Spain
- Mahindra Holidays owns 96.47% of HCR Oy
- ~60,000 families and over 1,100 companies own HCR timeshare
- Over 1 million guests visit Holiday Club Spa hotels annually
- 55% timeshare related income, 45% Spa hotel related income
- New CEO, Ms. Maisa Romanainen has joined from 1st July 2019

New CEO will focus on:

- Cost rationalization and new sources of revenue
- Building Global Vacation Club (India, Europe & Beyond) using synergies of both companies



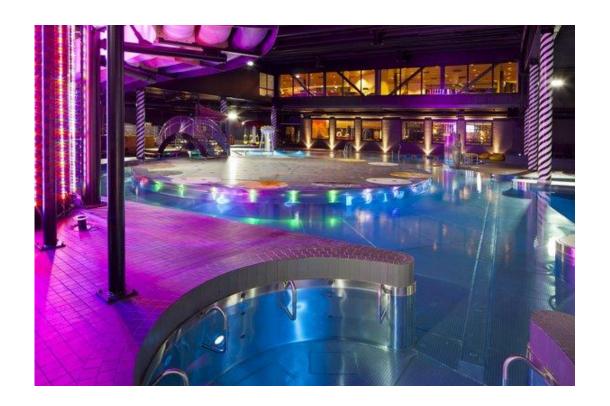
Holiday Club Concept

Meetings



Core Competencies

- Spa hotel business
- Marketing and sales
- Resort management
- Design of holiday houses and apartments

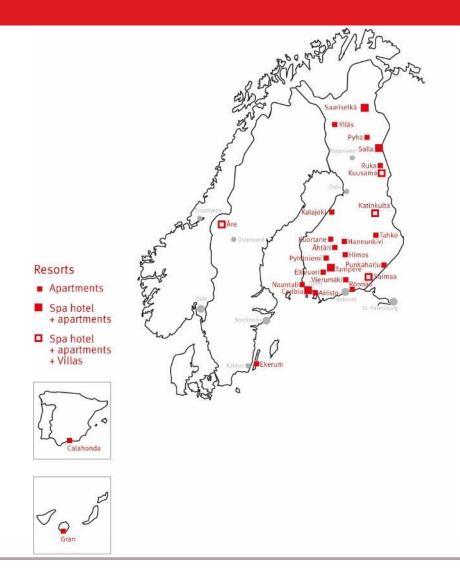


Figures of the Resorts

Spa Hotels	8
Other Holiday Resorts	25
Hotel Rooms	1,149
Timeshare apartments	1,560
Villas Apartments	600
Restaurants & Bars	44
Aqua Parks with Saunas	8
Spa Treatment Departments	8
Golf Courses	4
Angry Birds Activity Parks	4
Shopping Centre	1



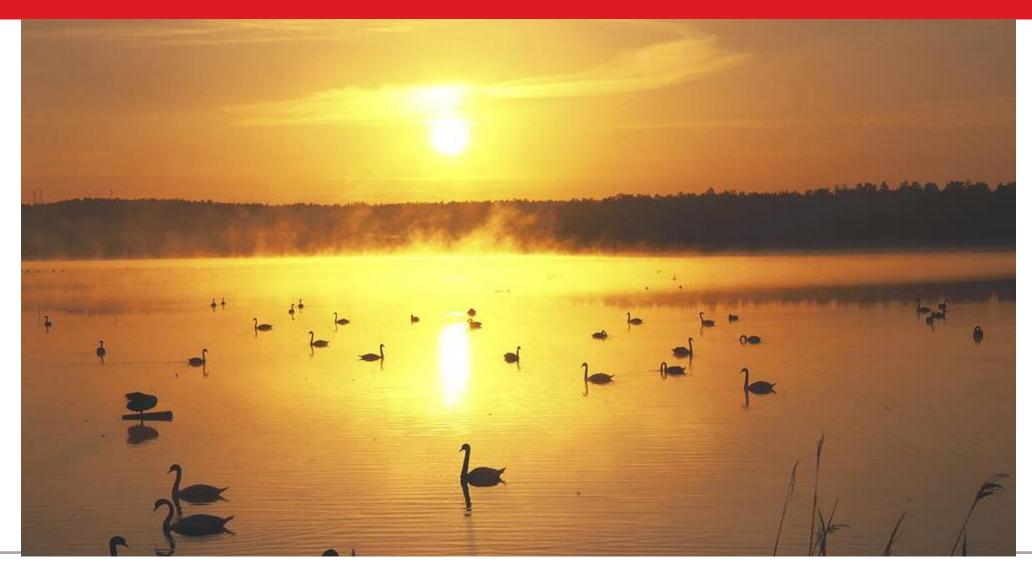
Resort Map



Northern lights in winter



Midnight sun in summer



The magical blue moment in winter



Nature - Clean air and thousands of lakes



Ease



The real Santa lives in Finland



Financial Performance Holiaay Lab

Turnover: Q1 2019-20

Turnover by Business Areas

Euro Mn

Particulars	н	CRO
i articulars	Q1 FY20	Q1 FY19
Timeshare	9.44	8.90
Service Sector	15.47	14.51
Renting	1.50 1.40	
Real Estate Management	1.50	1.45
Villa	7.31	2.98
Other Sales	0.45	0.50
Other Income	1.33 1.19	
	37.00	30.93

Nos are as per FAS Accounts



P/L Q1 2019-2020

Q1 highlights		Euro Mn
Particulars	Q1 FY20	Q1 FY19
Turnover	37.00	30.93
Operating Profit	(0.67)	(3.11)
Less: Depreciations and impairments	1.45	1.43
Add/(Less) Financial income and (expenses)	(0.27)	(0.27)
Profit before Tax	(2.36)	(4.77)
Add: Minority share + Extraordinary	0.29	0.28
Less: Taxes	0.41	1.03
Profit after Tax	(1.66)	(3.47)

Nos are as per FAS Accounts



COMMENTS Q1 FY19-20

- ☐ Historically Q1 and Q3 are the low seasons in Finland and Sweden
- HCRO has earned a revenue of 37 m€ (30.93 m€) and made a PAT of -1.66 m€ (-3.47 m€)
 - Turnover increased by 6.07 m€ compared to prior year
 - Average occupancy in Spa hotels increased by 20% compared to prior year. Also average room rate was 5% higher
 - Timeshare and Villa sales increased by 41%
- EBITDA increased by 2.44 m€ compared to prior year
 - Higher occupancy and improved room rate have increased the EBITDA in Spa hotels
 - Higher timeshare and Villa sales helped in increasing the EBITDA



Financial Performance-Consolidated



Segment Revenue

In Rs. Lakhs

Particulars	Q1 - F20 *	Q1 - F19	FY 18 - 19
- MHRIL	26,861	24,600	97,635
- HCRO	35,704	25,133	1,31,268
Total Segment Revenue	62,565	49,732	2,28,904
- Other unallocable revenue	48	50	662
Revenue from Operations	62,613	49,782	2,29,566



Segment Results

In Rs. Lakhs

Particulars	Q1 - F20 *	Q1 - F19	FY 18 - 19
- MHRIL	2,835	2,099	9,698
- HCRO	(976)	(3,717)	936
Segment Results	1,859	(1,618)	10,634
- Other unallocable revenue	(896)	(230)	(829)
Total segment results	963	(1,848)	9,805



Impact of Ind AS 116 - Consolidated

(Rs. in lakhs)

		Consolidated (Unaudited)				
			Overter and od Ivna 20, 2010			
CL No.	Doublesdaye	Quarter ended June 30, 2019			June 30,2018	
SI. No	SI. No Particulars		Impact of Ind AC	Amount without	Amount without	
		As reported	Impact of Ind AS 116	adoption of Ind	adoption of Ind	
			110	AS 116	AS 116	
1.	Profit prior to Rent, Finance cost, Depreciation and amortisation expense and taxes	10,644.05	(3.47)	10,640.59	7,555.79	
2.	Less: Rent	(1,472.70)	(4,673.28)	(6,145.98)	(6,232.18)	
3.	Profit prior to Finance cost, Depreciation and amortisation expense and taxes	9,171.35	(4,676.75)	4,494.61	1,323.61	
4.	Less: Finance cost	(2,227.99)	1,582.66	(645.33)	(638.73)	
5.	Less: Depreciation and amortisation expense	(5,980.39)	3,553.73	(2,426.66)	(2,532.71)	
6.	Profit before tax (3-4-5)	962.97	459.64	1,422.62	(1,847.83)	



Consolidated Profit & Loss Statement

In Rs. Lakhs

Particulars	Q1 - F20 *	Q1 - F19	FY 18 - 19
Income from operations	61,132	48,974	2,23,899
Non-operating income	1,480	808	5,667
Total Income	62,612	49,782	2,29,566
Cost of Vacation Ownership weeks	12,840	4,693	30,850
Employee expenses	14,701	14,263	57,430
Finance cost	2,228	639	2,359
Depreciation	5,980	2,533	10,134
Other expenses	25,900	29,503	1,18,988
Total Expenditure	61,649	51,630	2,19,761
Profit before tax	963	(1,848)	9,805
Profit after Tax and NCI	368	(1,487)	6,042
Total comprehensive income	306	(2,275)	83,974

