ClubMahindra

January 31, 2017

MHRIL/SE/ 2016-17/237

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 nine months period ended on December 31, 2016

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 nine months period ended onp December 31, 2016 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

Mahindra Holidays & Resorts India Limited Mumbai

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

Mahindra Holidays & Resorts India Limited

Q3 FY17

Earnings Presentation

Jan 31, 2017

Disclaimer

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Quarter Q3 FY17 Performance

Q3 FY17 Highlights

- Total income at Rs 274.80 Crores vs. Rs 243.15 Crores in Q3'16
- PAT (after other comprehensive income) at Rs 35.54 Crores vs. Rs 31.01 Crores in Q3'16
- Added 4,436 members during the quarter
- Cumulative member base at 211K~

Summary

Key indicators (no.)	Q3 FY 17	Q2 FY 17	Q3 FY 16	YOY
New Members - added	4,436	4,314	3,879	14.4%
Cumulative Members	~211 K	~207 K	~194 K	8.9%

(All figures in Rs. Lakhs)

Key indicators	Q3 FY 17	Q2 FY 17	Q3 FY 16	YOY
Income	27,480	26,146	24,315	13.0%
Expenses	21,949	21,225	19,726	11.3%
PBT	5,531	4,921	4,589	20.5%
PAT	3,572	3,287	3,101	15.2%
Other Compreshensive Income (net of tax)	(18)	(7)	-	
Total Comprehensive Income (after tax)	3,554	3,280	3,101	14.6%

Income Break-up

(All figures in Rs. Lakhs)

Total Income	Q3 FY 17	Q2 FY 17	Q3 FY 16	YOY
Income from sale of VO	14,392	13,800	13,012	10.6%
ASF	5,192	5,505	4,258	21.9%
Resort Income	5,197	3,957	4,767	9.0%
Others	2,271	2,545	2,004	13.3%
Income from operation	**27,052**	**25,807**	**24,041**	**12.5%**
Non operating income	428	339	274	56.2%
Total Income	**27,480**	**26,146**	**24,315**	**13.0%**

Resort Details

Resort Details	Q3 FY 17	Q2 FY 17	Q3 FY 16	YOY
No of Resorts	46	46	45	2%
No of Rooms	3004	3004	2879	4%
Occupancy %	85%	80%	81%	5%
ARR (in Rs)	4,811	4,153	4,785	1%

(All figures in Rs. Lakhs)

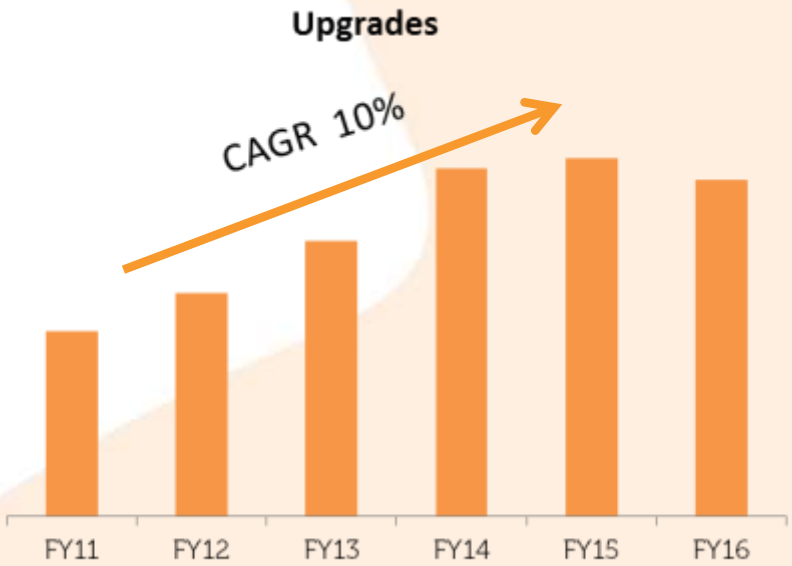
Resort Income	Q3 FY 17	Q2 FY 17	Q3 FY 16	YOY
Room	935	601	903	4%
F&B	3,328	2,596	2,962	12%
Holiday Activity & Others	934	760	902	4%
Total	5,197	3,957	4,767	9%

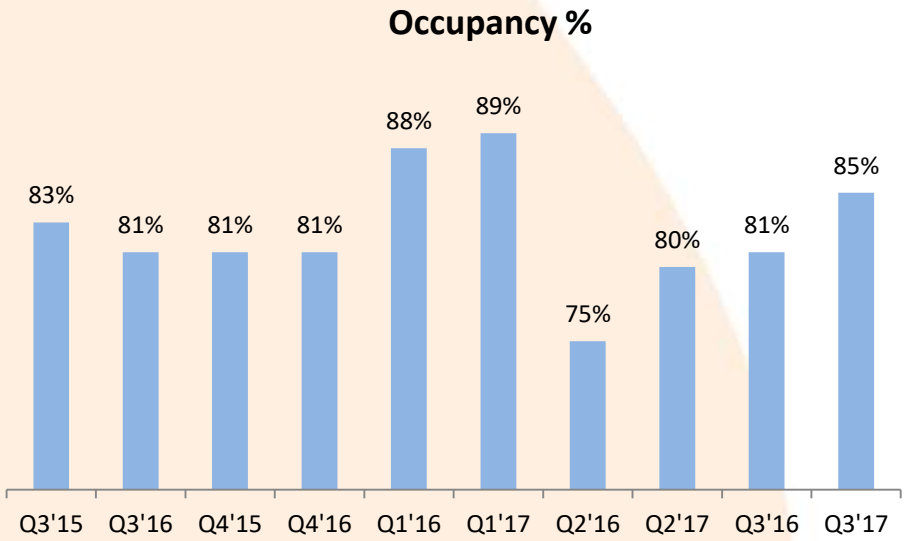
Profit & Loss Statement (Standalone)

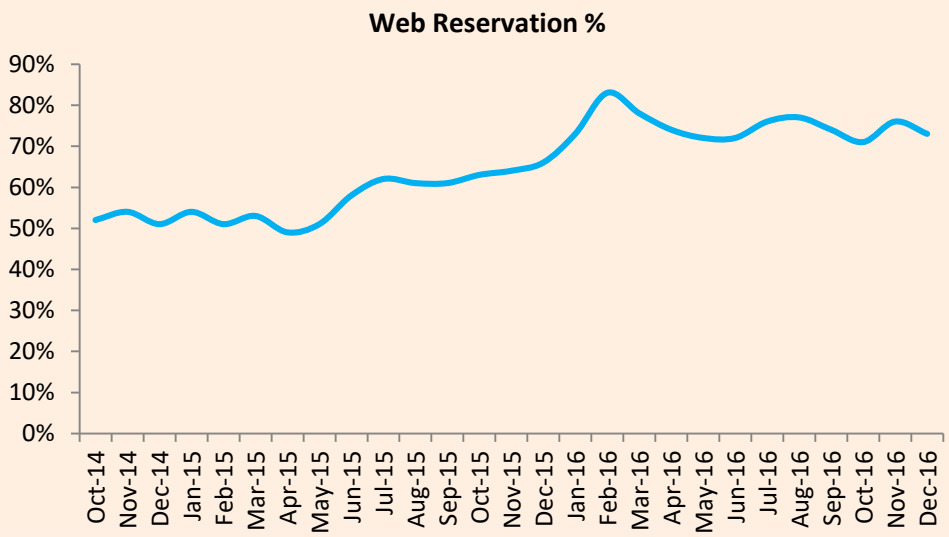
(All figures in Rs. Lakhs)

Particulars	Q3 FY 17	Q2 FY 17	Q3 FY 16
Income from operations	27,052	25,807	24,041
Non-operating income	428	339	274
Total income	**27,480**	**26,146**	**24,315**
Employee expenses	5,726	5,435	4,942
Sales & Marketing expenses	5,933	5,564	5,199
Depreciation	1,541	1,527	1,700
Rent	2,128	2,139	1,902
Other expenses	6,621	6,560	5,983
Total expenditure	**21,949**	**21,225**	**19,726**
PBT	5,531	4,921	4,589
PAT	**3,572**	**3,287**	**3,101**
Other Comprehensive Income (net of tax)	(18)	(7)	-
Total Comprehensive Income (after tax)	**3,554**	**3,280**	**3,101**

Customer delight at every touch point







- Web & App penetration at 73% in Q3 FY17.
- For Q3 FY17, a 10% increase was observed in the number of unique members availing a holiday over the same period previous year.
- Steady Customers as Promoters Scores

Contents

INTRODUCTION

JOURNEY SO FAR

FINANCIAL PERFORMANCE

Introduction

Overview

Established in 1996, Mahindra Holidays is today a leading player in the leisure hospitality industry in India. Our brand assures customers of an unfaltering quality and memorable family experiences

Our Credo

- **Make Every Moment Magical**

Our Mission

- **Good Living, Happy Families.**

Largest Leisure Hospitality Player, ahead of Taj

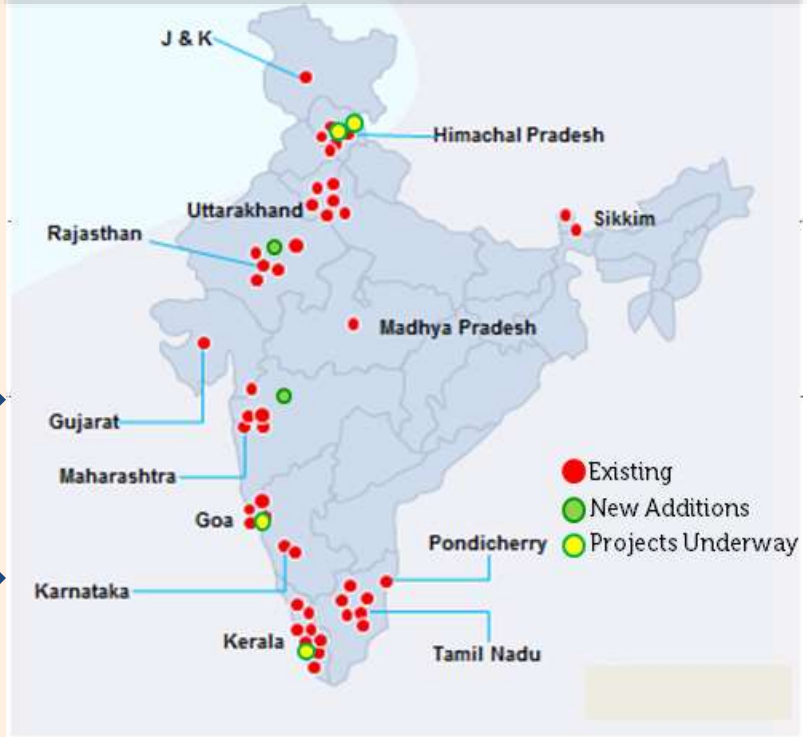
20 years, and we are the leading player in the Indian leisure hospitality industry

Rapidly growing customer base with over **210,000** members

With **46 beautiful resorts,**
We offer an inventory of **3000+ rooms**

Our offer is evolving from just "Room Nights" to "Immersive Leisure Experiences"

46 Resorts and Counting !



Our CMH 25 year product

25 year memberships for 7 nights/8 days every year in any of our 46 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
Owns a car

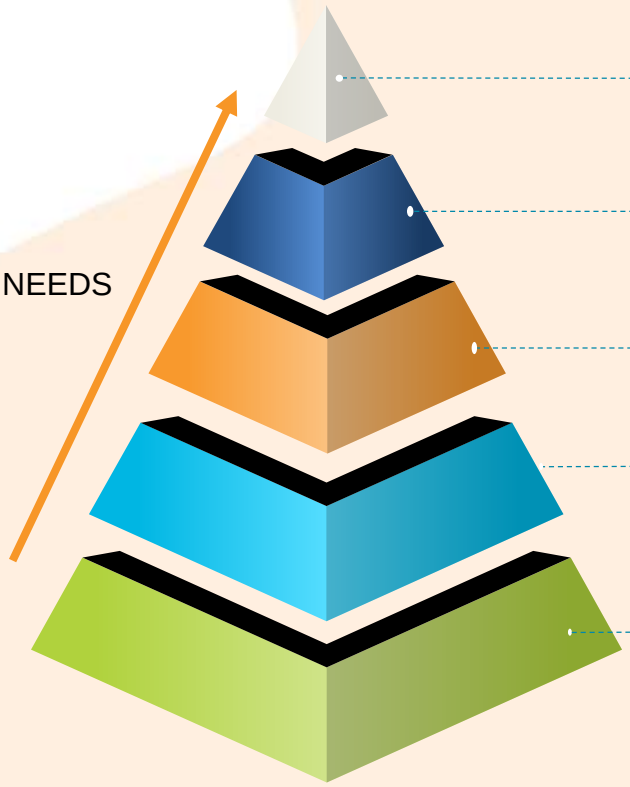
Appreciates quality family time
Takes regular vacation
Seeking variety
Plans in advance

Format Suited to Consumer Needs

Indian Consumer Needs	Our Product Design
Flexibility of choosing time of holiday	**"Floating Week"** – members can choose from a wide range of time intervals in the year (Season Band)
Destination Variety : Won't go to the same place every year	**"Diversity of Resort locations"** – members can holiday in any resort
Complete family experience Holidays with entire family	**Full Service Resorts.** Cater to needs of all members in the family

Our Proposition different from conventional VO

Research clearly establishes 3 levels of needs to be met through vacationing…



Privilege
Unique, Exclusivity

Belongingness
Being part of a community

The need to be part of an exclusive group, a Club

Enrichment
Value adding to the family

Enjoyment
Bonding, time together

The need to bond together as a family, to add value to themselves (exploring, edutainment)

Comfort
Basic hygiene, amenities

Basic needs

Source: U&A Research, 2016

ClubMahindra

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

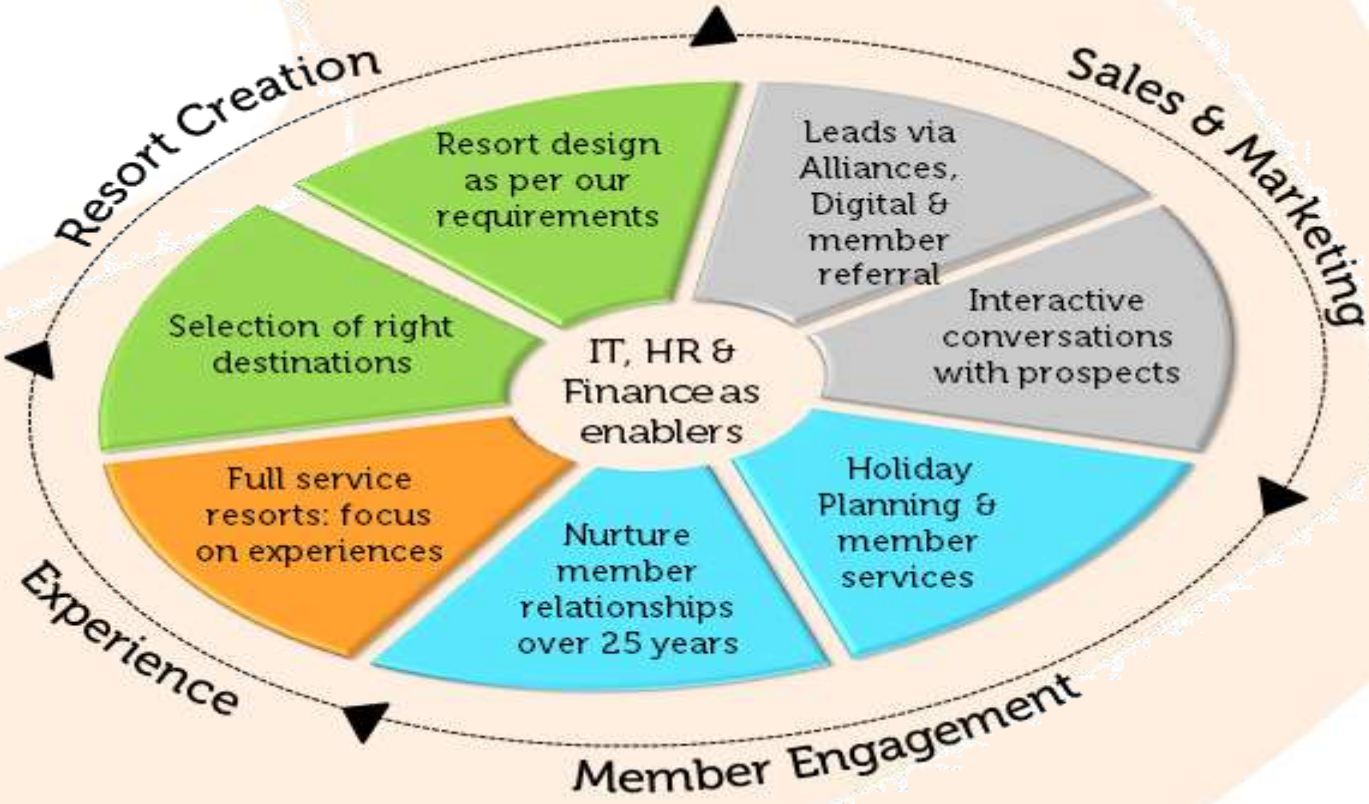
Forts & Heritage

- Kumbhalgarh
- Udaipur
- Jaisalmer
- Jaipur

International

- Bangkok
- Innsbruck (Austria)
- Kuala Lumpur
- Dubai

Fully Integrated Value Chain



A 360 Campaign bringing to life what

The family can experience 'ONLY AT' Club Mahindra

Advertising
Film to be aired on TV, Digital & Cinema

Resorts
desk, Dining, Holiday activities

Sales
Holiday world, Sales pitch

MR
interactions, Service requests

Internal
campaign to drive excitement & belief

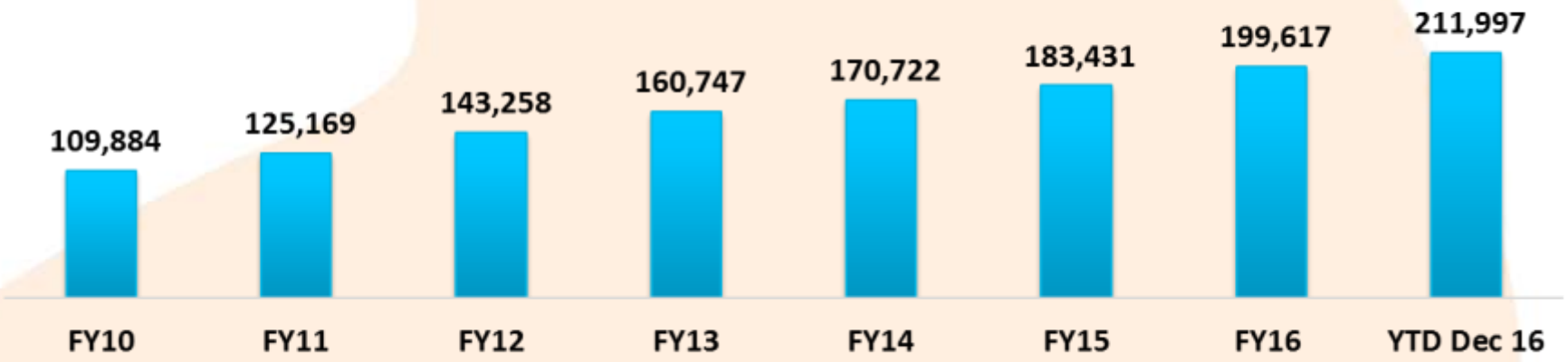
Immersive leisure family experiences ***ONLY AT*** Club Mahindra

Journey so far

Club Mahindra by Numbers

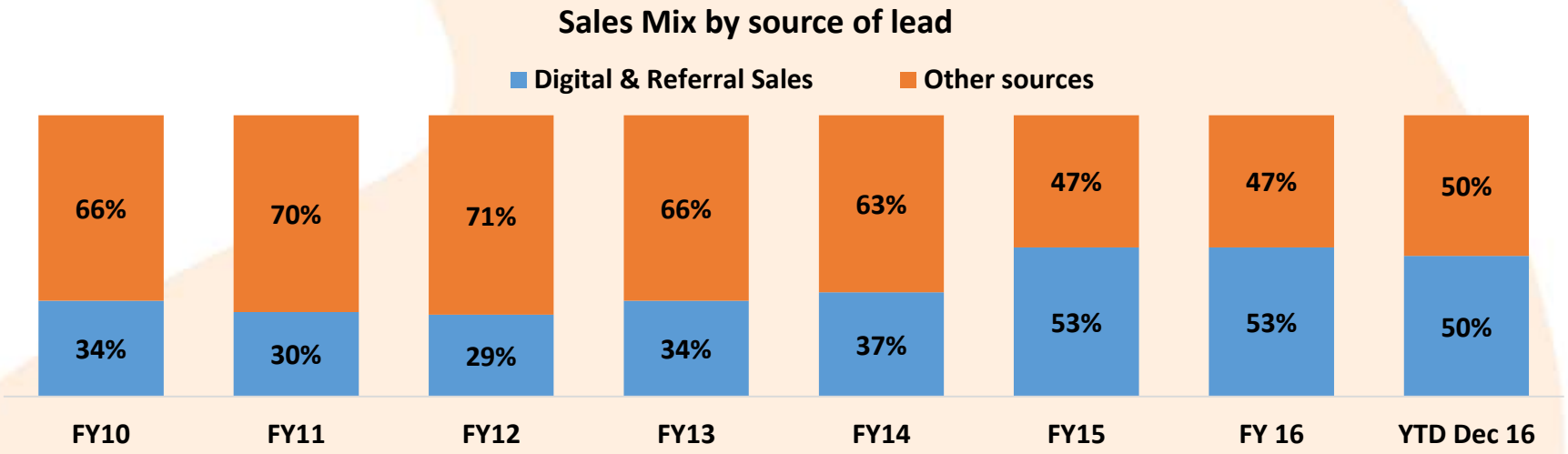
- Part of the leisure & hospitality sector of 17 Billion USD Mahindra Group
- Currently in its 20th year of operation (Founded in 1996)
- Along with HCR number 1 Vacation Ownership Company outside of the USA
- 46 resorts in India and internationally
- Inventory of 3000+ rooms as of Dec 16
- Over 2,00,000 members
- 4000+ affiliated resorts across the globe through RCI
- 85% resort occupancy in YTD Dec-16
- 6000+ Employees
- Top line growth of 10.7% and bottom line growth of 18.4% in YTD Dec-16 vs YTD Dec 15

Consistent Increase in Member Base



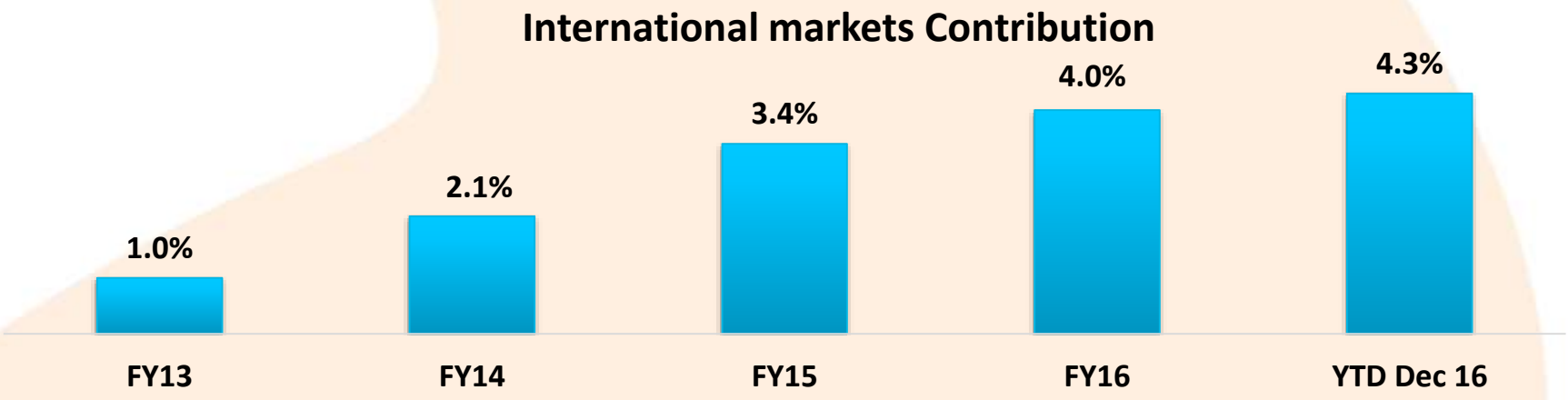
- Geographical expansion and channel partners in tier 2 cities
- Focus on international markets of Middle East (UAE, Oman, Kuwait, Qatar etc.)
- Increasing contribution of resorts as a channel for new sales
- Emphasis on pull based approach towards prospects

Growth through Digital & Referrals



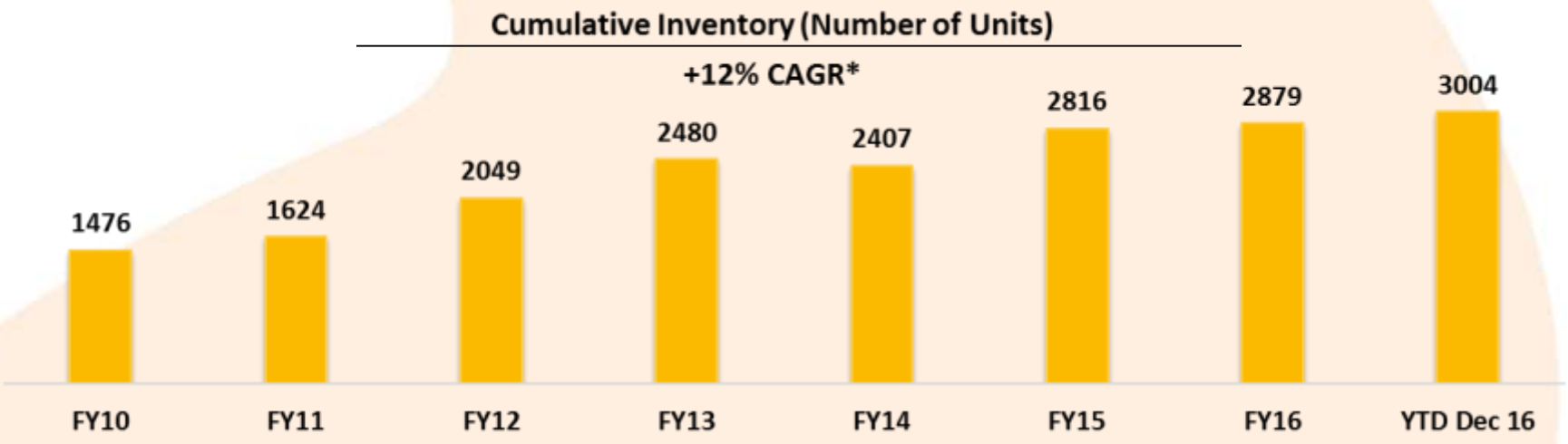
- Segmented approach towards member referral generation
- Sharper digital targeting
- 'Heart to Heart' scale up and enhanced engagement with members
- Innovative and Aspirational offers for the prospects
- Use of 'Above the Line' medium for communication
- These initiatives have helped us in creating & maintaining 'Pull Leads' for our product

Growth in International Markets



- Focus on international markets is beginning to pay-off
- Leveraging right business partnerships
- High engagement alliances leading to better conversions
- Base location as UAE with partners in Bahrain, Qatar, Oman, Saudi Arabia, Australia, New Zealand, Tanzania & Kenya

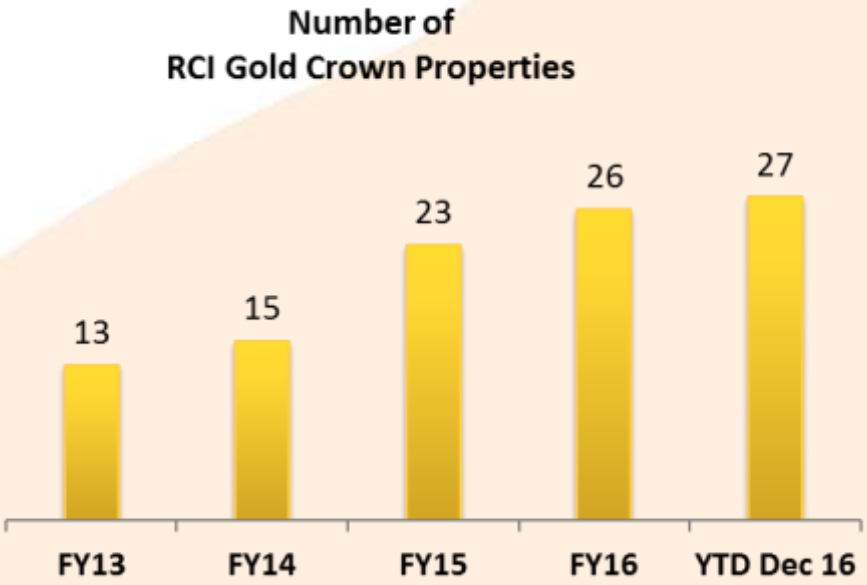
Ensuring Healthy Inventory Addition

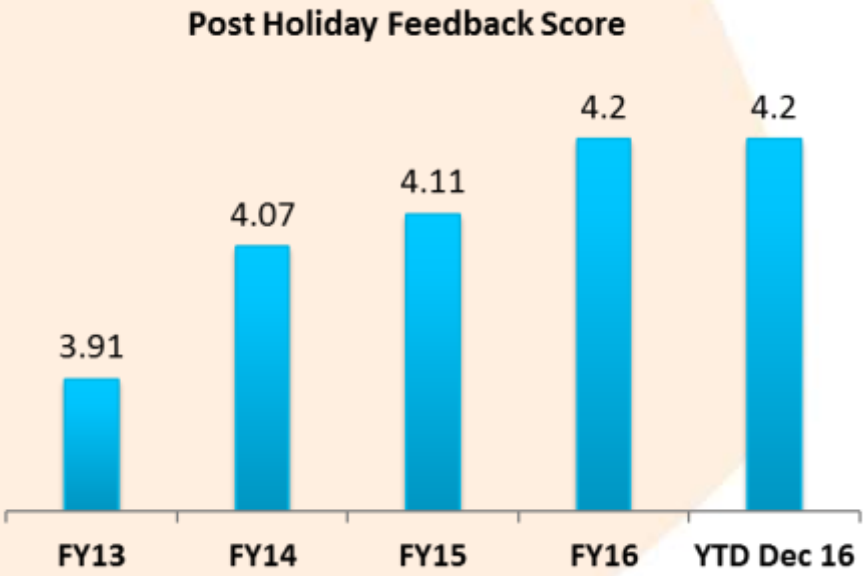


- Planned inventory addition (own construction) of around 600 units in the next few years.

* CAGR from FY10 to FY16

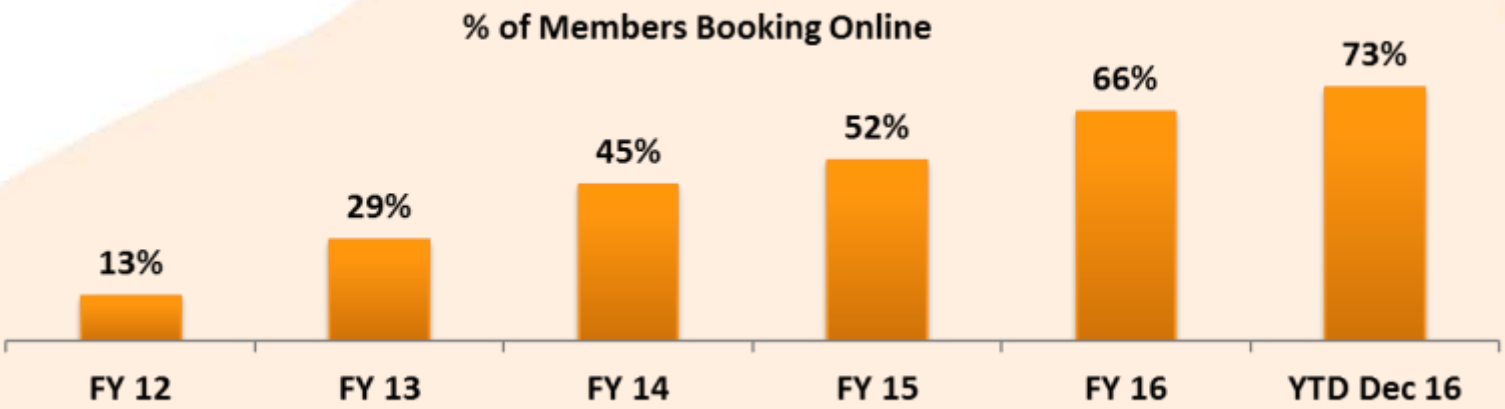
Continuously Enhancing Customer Experience





Seamless Online Booking Experience

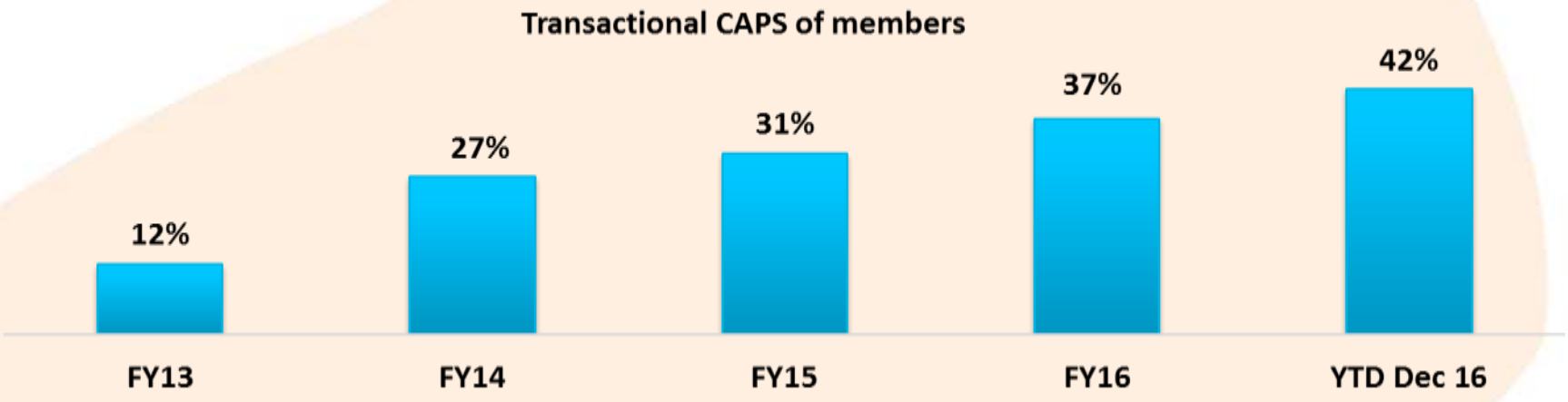
Launched Complete online booking solution for members in Dec 2011



Online Booking features

1. Instant booking in 4 simple steps
2. Customized Offers based on member holidaying habits

Improving Customer Satisfaction



***CAPS score is determined by IMRB**

Basis of our Inventory Model

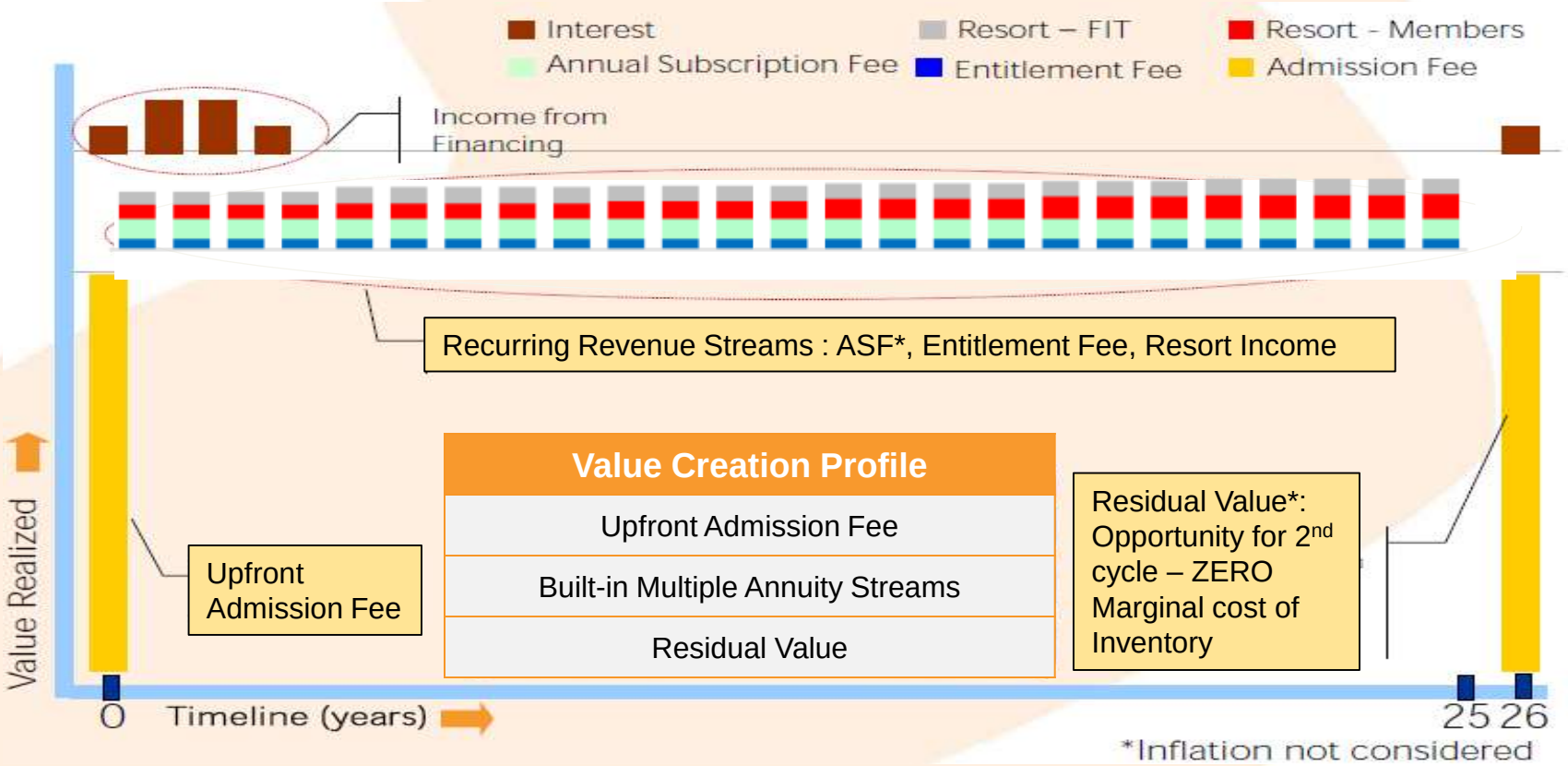
- Large format resorts owned, rest leased

- Why leasing?
  - Testing destination: Ganapatipule, Srinagar
  - Completing circuits: Kerala, Himachal
  - Restriction on fresh regulatory approvals (Mahabaleshwar, Gir)

- From a financial perspective
  - Attractive rentals locked-in for long-term.

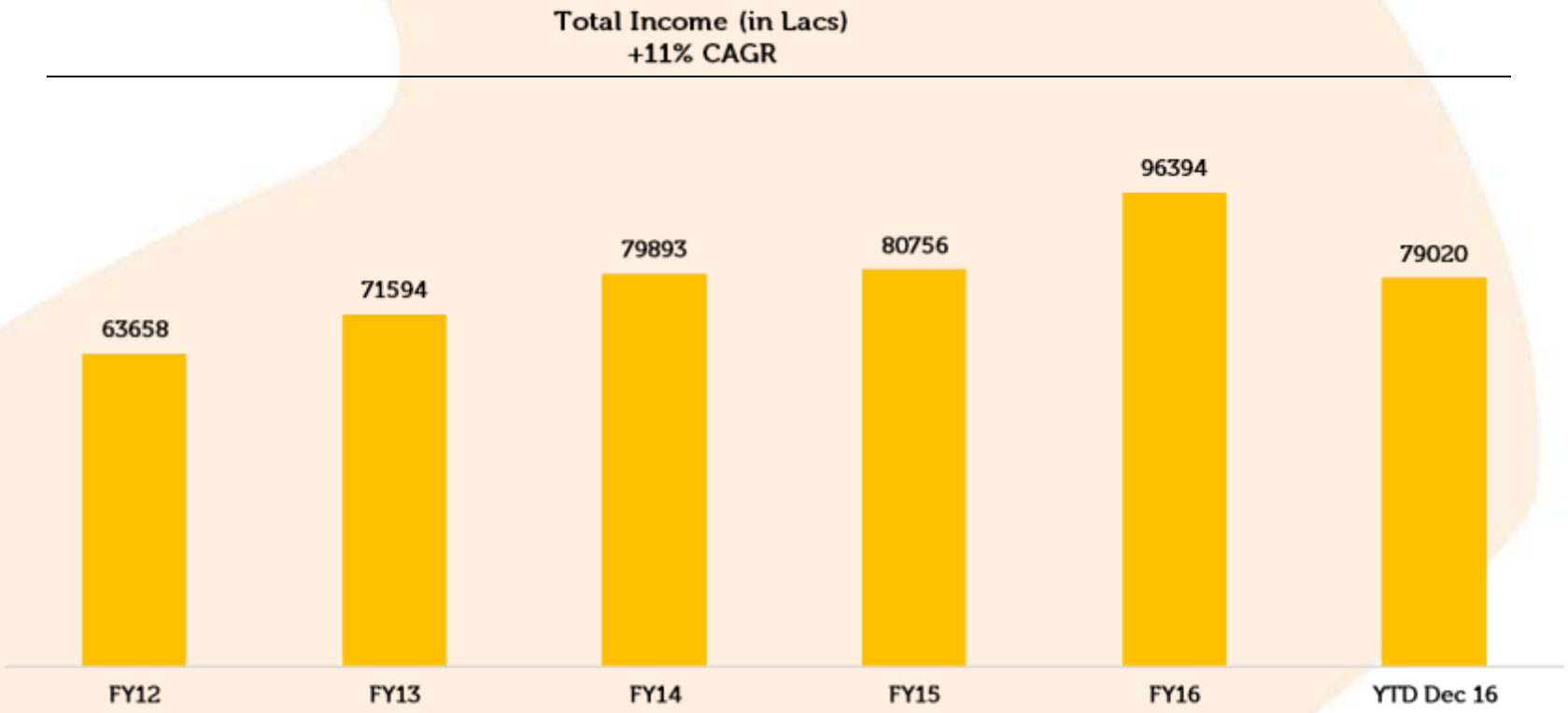
Financial Performance Trend

Revenue Model

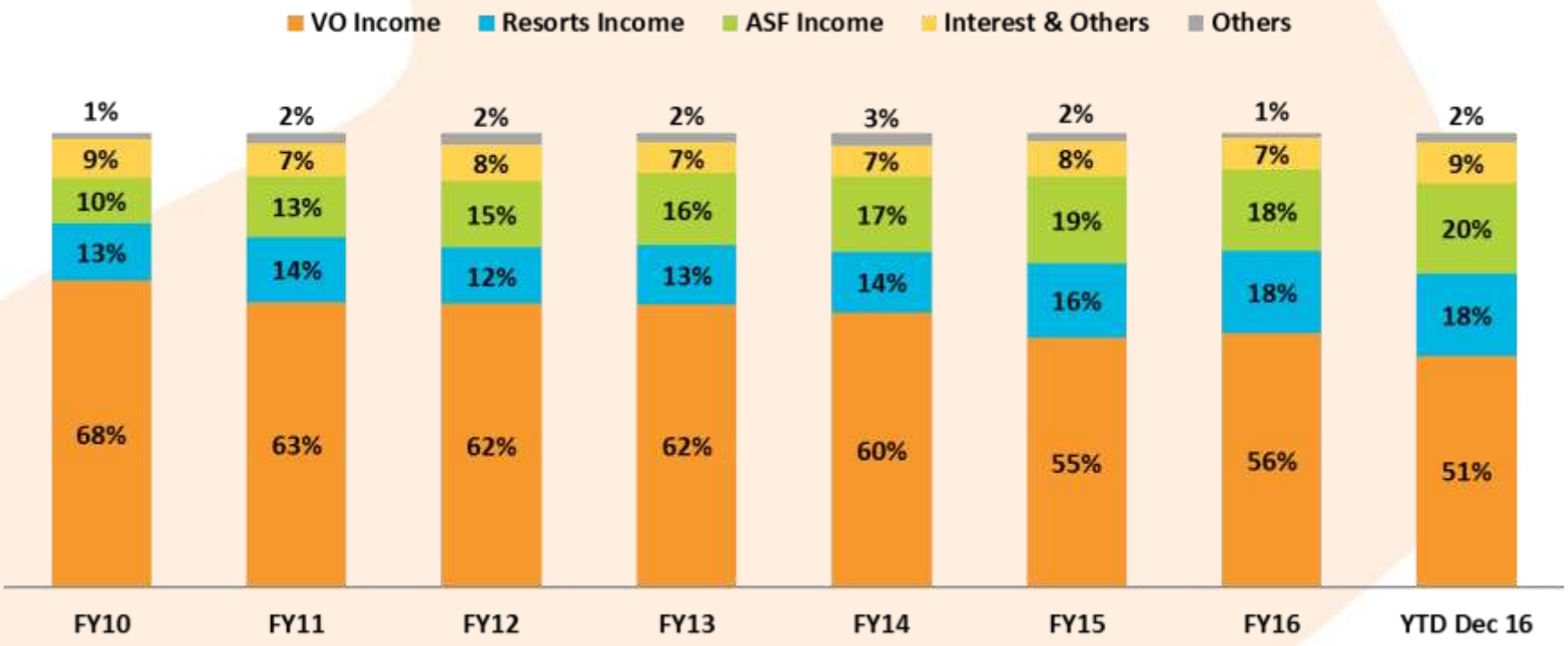


Value Creation Profile
Upfront Admission Fee
Built-in Multiple Annuity Streams
Residual Value

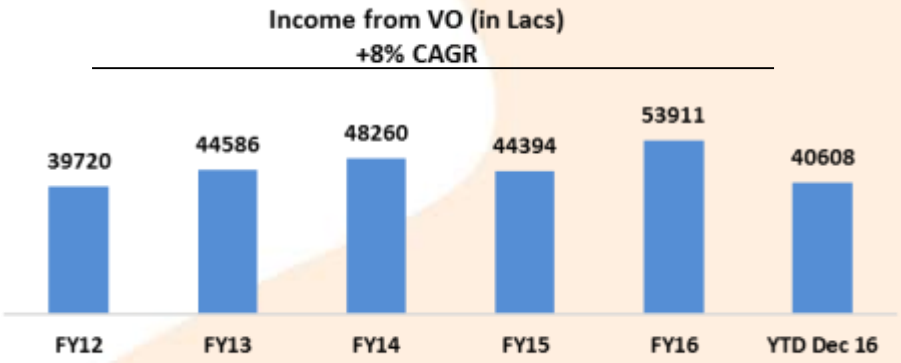
Total Income

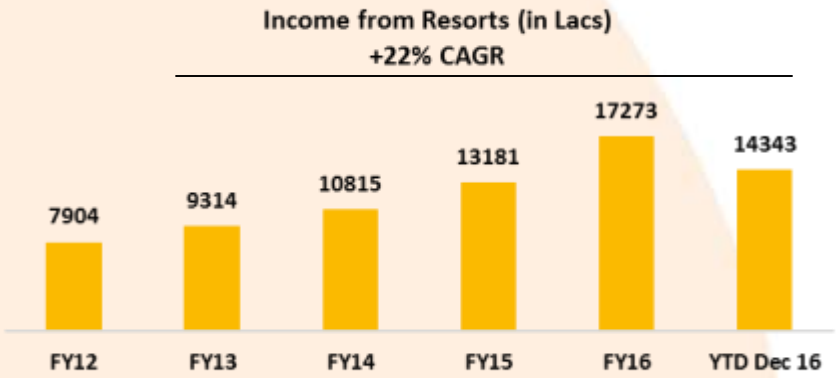


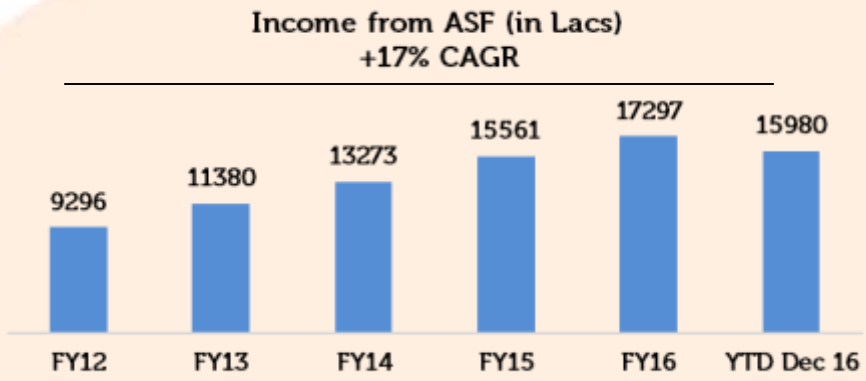
Revenue Mix

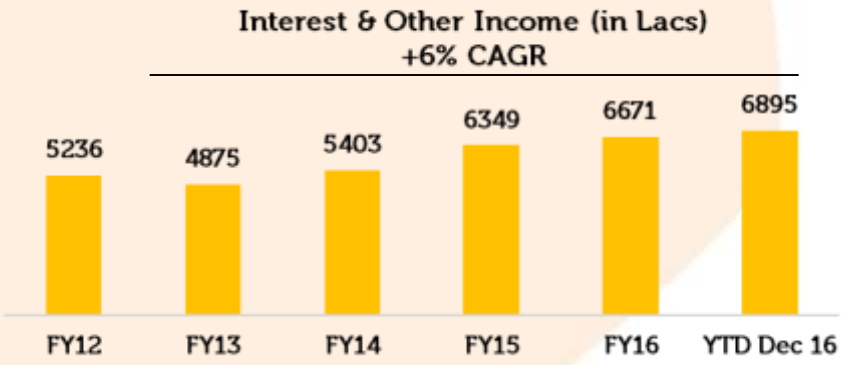

VO Income
Resorts Income
ASF Income
Interest & Others
Others
1%
9%
10%
13%
68%
2%
7%
13%
14%
63%
2%
8%
15%
12%
62%
2%
7%
16%
13%
62%
3%
7%
17%
14%
60%
2%
8%
19%
16%
55%
1%
7%
18%
18%
56%
2%
9%
20%
18%
51%
FY10
FY11
FY12
FY13
FY14
FY15
FY16
YTD Dec 16

Consistent Financial Performance



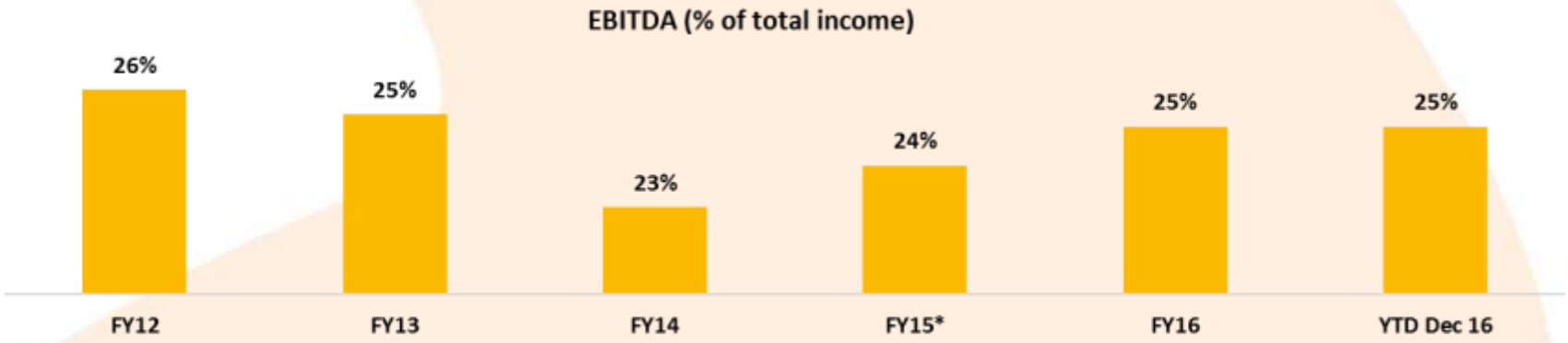


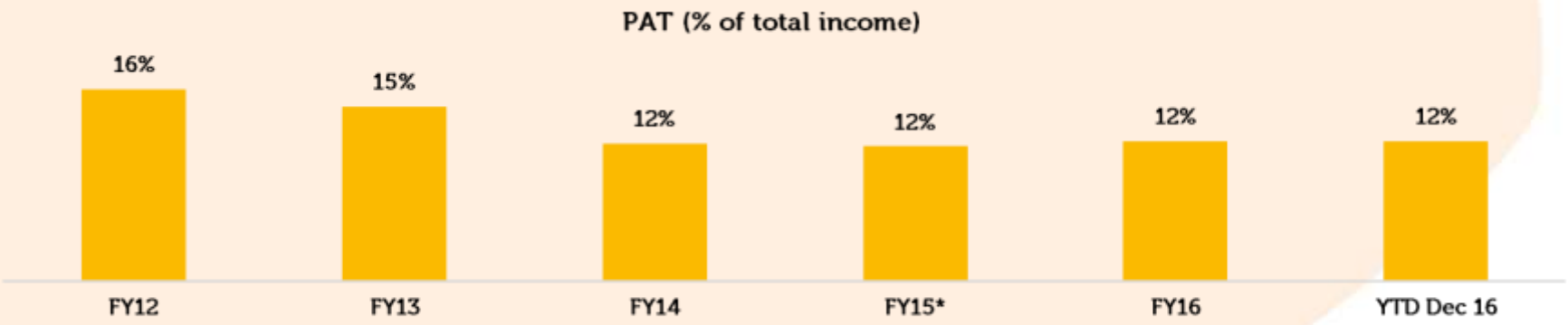




* CAGR from FY12 to FY16

Consistent Financial Performance





* Before exceptional item

Thank you

Contact Information

investors@mahindraholidays.com

www.clubmahindra.com

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