



For Immediate Release

July 28, 2015

Mahindra Holidays Q1FY16 Total Income up 21% YoY to Rs. 231 Crores;

Chennai, 28th July 2015: Mahindra Holidays & Resorts India Limited (MHRIL), India's leading leisure hospitality provider announced its financial results for the quarter ended June 30, 2015 today.

Q1FY16 Highlights – Standalone

- Total Income at Rs. 231 Crores, up 21% YoY.
- EBITDA at Rs 56 crores, up 23% YoY.
- Profit after Tax (PAT) at Rs. 25 Crores, up 23% YoY.

During the quarter, the Company opened its second property in Munnar with 51 rooms through a greenfield project.

Commenting on the results, Arun Nanda, Chairman, Mahindra Holidays & Resorts, India Limited, said, "I am pleased to see that the efforts of the new team and the systems and processes put in place earlier, have begun yielding results. This, along with our room inventory addition plan and the government's thrust on tourism infrastructure, augurs well for the future".

Kavinder Singh, Managing Director & Chief Executive Officer, Mahindra Holidays & Resorts India Limited, said, "Our operating metrics are showing a healthy trend. Additions to our property portfolio are on track. Alongside, member additions are growing at a brisk pace, with 50% increase in Q1FY16 (YoY). Our referral and digital sales contribution is at 54% (of total sales) indicating growing 'consumer pull' for our proposition. Our investments in brand building through digital and other media in communicating our core value proposition of delivering 'magical moments' at our 46 exotic resorts in India and abroad to our 186,000 members is beginning to yield results."

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Mahindra Holidays & Resorts India Limited

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ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED

Mahindra Holidays & Resorts India Limited (MHRIL), India's leading player in the leisure hospitality industry, offers quality family holidays primarily through vacation ownership memberships. While Club Mahindra is the flagship brand, the other brands offered by the company are – Club Mahindra Fundays and Svastha Spa. As on June 30, 2015, MHRIL has ~186K vacation ownership members and operates 46 resorts across India and abroad.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013. Visit us at www.mahindra.com



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