



May 19, 2017

MHRIL/SE/ 2017-18/288

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 for media interaction

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 presentation to be made at the media interaction to be held today i.e. May 19, 2017.

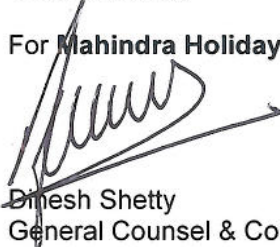
The aforesaid presentation is also being hosted on the website of the Company, www.clubmahindra.com in accordance with the Regulation 46 of the SEBI Listing Regulations.

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
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

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



Mahindra Holidays & Resorts India Ltd.

May 19, 2017



Mahindra Holidays

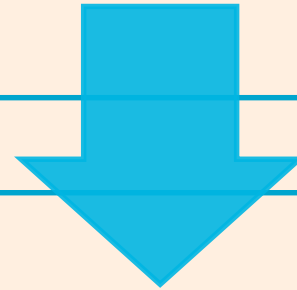
- Part of USD 17.8 billion Mahindra Group
- Established in 1996
- Leading player in the leisure hospitality industry in India
 - Significant room inventory: 3152 Rooms
- Consistent growth over the years
 - Member base of 218,000+ members
- Expanding global footprint
 - Club Mahindra: 49 Resorts
 - Holiday Club Resorts: 32 Resorts in Finland, Spain and Sweden
- Consistent high occupancy rate
 - Above Industry Average: 85%



Mahindra Holidays

Our Credo

Make Every Moment Magical



Our Mission

Good Living, Happy Families.



Vacation Ownership - Concept

- Membership based
 - 7 days every year; 25 years
- Wide network of resorts
 - Domestic & International destinations
 - RCI affiliation
- Flexibility
 - Seasons
 - Destinations
 - Duration of holiday
- Education & exploration
 - Entertainment with value add to the family
 - Exploring new locations
- Benefits of advance planning
 - Cost Saving
 - Hassel-free planning

Tailored for India

Indian Consumer Needs

Flexibility

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

Diversity of Resort locations

Members can holiday in any resort

Full Service Resorts

Cater to needs of entire family



Our Success Mantra

Resort Focus



**Unlocking
Destinations**



**Creating Marque
Resorts**



Global Footprint

Hill Stations

Beaches

Backwaters

Wildlife

Forts & Heritage

International

Immersive Family Experiences – In resort

- Edutainment driven activities
 - Puppet Making
 - Pottery
 - Adventure
- Food & Beverage
 - Multi cuisine restaurants
 - Specialty restaurants
 - Regional cuisine
- Health & Wellness
 - Svaastha Spa



Immersive Family Experiences – In city

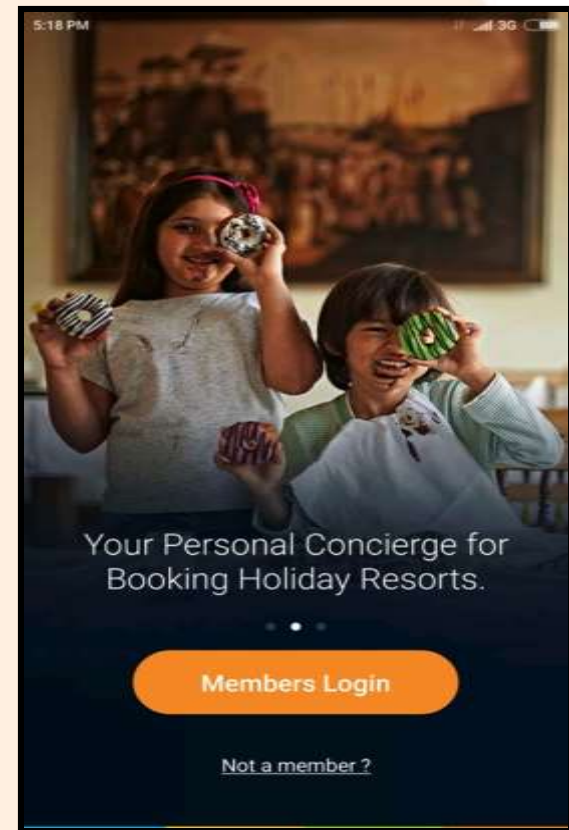
- Heart to Heart
 - Exclusive movie & theatre screenings, Micro-lite flights
- Experience Zone
 - Priority Dinning, Helicopter rides, Para gliding
- Curated experiences
 - Rann of Kutchh
 - Hot Air balloon rides



Digital Initiative

Club Mahindra Mobile App

- 118,000 + installs till date
- Explore the resorts, activities & events
- Anytime, Anywhere Bookings /Amendments / Cancellations
- Analytics based approach to enhance member engagement



Industry Recognition

Travelers Choice Awards-
Tripadvisor



India's Favorite Resort Chain-
HolidayIQ



**GRAND
WINNER**

Best Social Media brand –
Hospitality – Social Samosa



Mahindra Holidays – GPTW
Certified



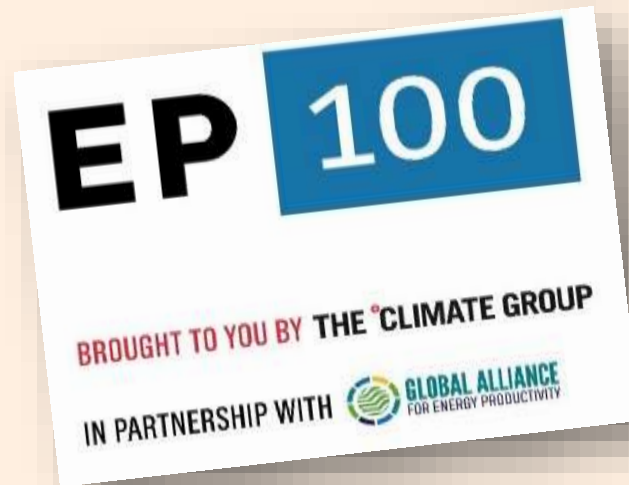
27 – RCI Gold Crown Resorts



Sustainability Initiatives

Environment Rejuvenation

- Carbon Neutrality
- Water Security - Conservation & Recycling
- Waste Management
- Bio-Diversity



Enabling the Community to Rise

- People Focus
- Enabling Sustainable Livelihood
- Inclusive Sustainability





Financial Performance

Key Highlights FY17 Performance

- **Turnover up 14.7% at Rs. 1,105 Crs.**
- **Profit before Tax up 19.5% at Rs. 200.9 Crs.**
- **Member addition up 14.7% at 18,557**
- **Cumulative member base at 218,138**

Q4 FY17 Highlights

- Total income at Rs 315.74 Crores vs. Rs 249.98 Crores in Q4'16
- PAT at Rs 33.35 Crores vs. Rs 30.35 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



Corporate Announcement

**DECLARES ISSUE OF BONUS SHARES IN
THE RATIO OF ONE (1) SHARE FOR
EVERY TWO (2) SHARES HELD**



Q & A