



Mahindra Holidays &
Resorts India Limited

Q3 FY15
Investor Presentation
January 23, 2015



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Quarter 3 FY15 Performance



Q3 FY15 Highlights

- Total income at Rs 209.6 Crores vs. Rs 196.4 Crores in Q3'14
- PAT at Rs 23.5 Crores vs. Rs 20.3 Crores in Q3'14
- Diluted EPS at Rs 2.67 vs. Rs 2.31 in Q3'14
- Added 2,928 members during the quarter



Q3 FY15 Business Highlights

Sales Initiatives

- ❖ Growth in member referral sales continues
 - ✓ **We have been witnessing a growth in contribution of member referral sales to overall sales mix**
- ❖ Focus on operating at better operational efficiencies
 - ✓ **We are emphasizing on lead to sale funnel efficiencies**
- ❖ Efforts to increase International operations
- ❖ Improvement in modus operandi of channel partners
 - ✓ **Resulted in higher per partner productivity**

Marketing/Digital Innovation/Brand in action

- ❖ Awards received -
 - ✓ **Received “Mumbai’s Hot 50 Brands” by Hindustan Times and Paul Writer**
 - ✓ **Club Mahindra was selected as a “Superbrand” for 2014-15**
- ❖ Efforts in Digital Marketing gaining Momentum
 - ✓ **The new initiative on Facebook “Visual Grammar for Social Media” received the Designomics award**
- ❖ Unveiled Teddy Travelogues, India’s first travel e-magazine for kids with Tisca Chopra
 - ✓ **The initiative was well covered by Mumbai Times and well received as well**
- ❖ The print & radio advertisements highlighting offers on taking Club Mahindra membership have been well-received

A large, light green abstract shape, resembling a stylized leaf or a curved arrow, dominates the left and center of the frame. The shape is filled with a solid, vibrant green color. Inside this green area, the word "Results" is written in a clean, white, sans-serif font, tilted slightly upwards and to the right. The background is plain white, and the overall composition is minimalist and modern.

Results

Summary of Results

Key indicators (no.)	Q3 FY15	Q2 FY15	Q3 FY14	YOY	FY14
New VO Members - added	2,928	2,912	2,119	38%	12,100
Cumulative Members	~178 K	~175K	~167 K	-	~170K

All figures in Rs. Lakhs

Key indicators	Q3 FY15	Q2 FY15	Q3 FY14	YOY	FY14
Income	20,955	20,018	19,639	6.7%	79,893
Expenses	17,527	16,277	16,584	5.7%	65,751
PBT	3,428	3,741	3,055	12.2%	14,142
PAT	2,347	2,472	2,031	15.6%	9,453

Income Break-up

All figures in Rs. Lakhs

Total Income	Q3 FY15	Q2 FY15	Q3 FY14	YoY	FY14
Income from sale of VO	11,957	10,738	11,642	2.7%	48,260
ASF	3,912	4,054	3,402	15.0%	13,273
Resort Income	3,547	3,010	2,979	19.1%	10,816
Others	1,235	2,023	922	34.0%	5,403
Operating Income	20,651	19,825	18,945	9.0%	77,752
Non operating income	304	193	694	-56.2%	2,141
Total Income	20,955	20,018	19,639	6.7%	79,893

Resort Details

Including Indian subsidiaries	Q3 FY15	Q2 FY15	Q3 FY14	YoY	FY14
No of Resorts	41	40	41	0.0%	40
No of Rooms	2,515	2,451	2,430	3.5%	2,407
Occupancy %	84%	76%	85%	-1.5%	83%
ARR (in Rs)	4,642	3,774	4,406	5.4%	4,109

All figures in Rs. Lakhs

Resort Income Stand alone	Q3 FY15	Q2 FY15	Q3 FY14	YoY	FY14
Room	433	379	185	134.1%	1,072
F&B	2,321	1,977	2,048	13.3%	7,050
Holiday Activity & Others	793	654	746	6.3%	2,694
Total	3,547	3,010	2,979	19.1%	10,816

Profit & Loss Statement*

All figures in Rs. Lakhs

Particulars	Quarter Ended			Year Ended
	Q3 FY15	Q2 FY15	Q3 FY14	FY 14
Income from operations	20,651	19,825	18,945	77,752
Non-operating income	304	193	694	2,141
Total income	20,955	20,018	19,639	79,893
Employee expenses	4,241	4,017	4,354	17,416
Sales & Marketing expenses	4,167	3,768	5,177	19,150
Depreciation	1,568	1,726	1,001	3,803
Other expenses	7,551	6,766	6,052	25,382
Total expenditure	17,527	16,277	16,584	65,751
PBT	3,428	3,741	3,055	14,142
PAT	2,347	2,472	2,031	9,453

* Standalone

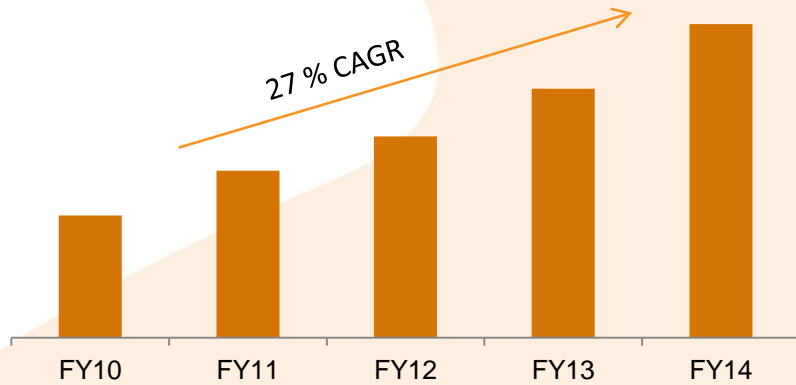


Customer Delight

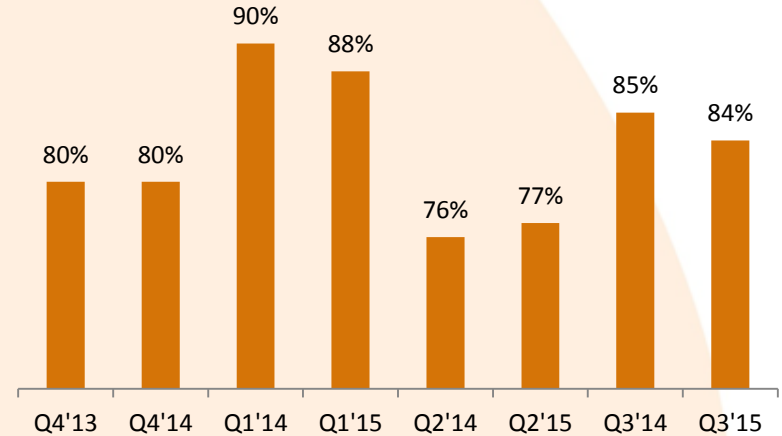


Customer delight at every touch point

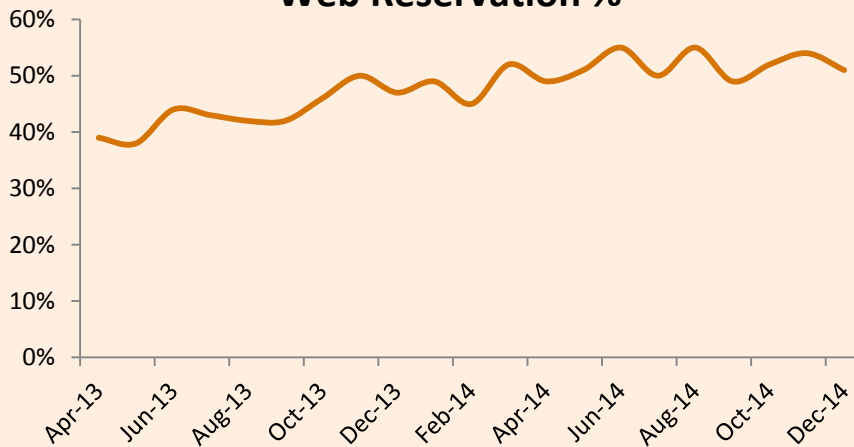
Net Upgrade



Occupancy %



Web Reservation %



- ✓ During Q3FY15, 83% of members who demanded a holiday ended up holidaying with us at least once.
- ✓ Additionally, regular sample checks reveal that over 74% of them got their first choice of holiday.
- ✓ Resort Occupancy at 83% in Q3FY15
- ✓ Web penetration at 51 % in Q3FY15
- ✓ Steady Customer as Promoter Scores.

Thank you

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