



Mahindra Holidays &
Resorts India Limited

Q2 FY15
Investor Presentation
October 30, 2014



Disclaimer

- This note has been prepared exclusively for the benefit and internal use of the recipient and does not carry any right of reproduction or disclosure. Neither this note nor any of its contents may be used for any other purpose without the prior written consent of Mahindra Holidays & Resorts India Limited.
- In preparing this note, we have relied upon and assumed, without any independent verification, the accuracy and completeness of all information available from public sources or which was otherwise reviewed by us.
- This note contains 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. Computations adopted in this note are indicative and are based on current prevailing market prices and general market sentiment. No representation or warranty is given by Mahindra Holidays & Resorts India Limited as to the achievement or reasonableness or completeness of any idea and/or assumptions.
- This note does not purport to contain all the information that the recipient may require. Recipients should not construe any of the contents herein as advice relating to business, financial, legal, taxation, or investment matters and are advised to consult their own business, financial, legal, taxation and other advisors concerning the company.
- This note does not constitute an offer for sale, or an invitation to subscribe for, or purchase equity shares or other assets or securities of the company and the information contained herein shall not form the basis of any contract. It is also not meant to be or to constitute any offer for any transaction.

Quarter 2 FY15 Performance



Q2 FY15 Highlights

- Total income at Rs 200.1 Crores vs. Rs 193.8 Crores in Q2'14
- PAT at Rs 24.7 Crores vs. Rs 28.8 Crores in Q2'14
- Diluted EPS at Rs 2.81 vs. Rs 3.27 in Q2'14
- Added 2,912 members during the quarter.



Q2 FY15 Business Highlights

Marketing/Digital Innovation/Brand in action

- ❖ Emphasis on customer satisfaction continues - Happy Family Referral Program (HFRP)
 - ✓ **Increased touch-points on member section of website resulting in increased web-referral leads.**
- ❖ Efforts in digital yielding benefits -
 - ✓ Online branding efforts in Youtube and other social media adding to digital acquisitions.
- ❖ Launched Teddy Travelogues, India's first travel e-magazine for kids that is digitally crowd sourced -
 - ✓ Aimed at kids between 4-12 and to be launched on 14th November.
 - ✓ Has created a buzz in social media and has PR potential to be exploited at launch.

Sales Initiatives

- ❖ International Operations - focus on new geographies, business partnerships and increased engagement.
 - ✓ **We continue to see high double-digit growth. Testing waters in several new geographies.**
- ❖ Shift in focus from quantity to quality of leads.
 - ✓ **Both lead- to-sales & meeting-to-sale ratios continued to show improvement in Q2.**
- ❖ Improvement in the channel partners' modus operandi and engagement alliances.
 - ✓ **Has yielded higher per partner productivity.**
 - ✓ **Sales employee productivity beginning to move northwards.**
- ❖ Higher contribution through self sale as sales team is being encouraged to source direct referrals.



Results

Summary of Results

Key indicators (no.)	Q2 FY 15	Q1 FY 15	Q2 FY 14	YOY	FY14
New Members - added	2,912	2,059	2,416	21%	12,100
Cumulative Members	~175K	~172 K	~166 K	6%	~170K

All figures in Lakhs

Key indicators	Q2 FY 15	Q1 FY 15	Q2 FY 14	YOY	FY14
Income	20,018	19,062	19,380	3.3%	79,893
Expenses	16,277	15,991	15,057	8.1%	65,751
PBT	3,741	3,071	4,323	-13.5%	14,142
PAT	2,472	2,042	2,883	-14.3%	9,453

Income Break-up

All figures in Rs. Lakhs

Total Income	Q2 FY 15	Q1 FY 15	Q2 FY 14	QoQ	YoY	FY14
Income from sale of VO	10,738	10,413	11,204	3%	-4%	48,260
ASF	4,054	3,514	3,421	15%	19%	13,273
Resort Income	3,010	3,425	2,369	-12%	27%	10,816
Others	2,023	1,265	1,921	60%	5%	5,403
Income from operation	19,825	18,617	18,915	6%	5%	77,752
Non operating income	193	445	465	-57%	-59%	2,141
Total Income	20,018	19,062	19,380	5%	3%	79,893

Resort Details

All figures in Rs. Lakhs

Including Indian Subsidiaries	Q2 FY15	Q2 FY14	% Change	FY14
No of Resorts	40	41	-2%	40
No of Rooms	2451	2399	2%	2,407
Occupancy %	76%	75%	1%	83%
ARR (in Rs)	3,774	3,609	5%	4,109
Resort Income Standalone	Q2 FY15	Q2 FY14	% Change	FY14
Room	379	243	56%	1,072
F&B	1,977	1,523	30%	7,050
Holiday Activity & Others	654	603	8%	2,694
Total	3,010	2,369	27%	10,816

Profit & Loss Statement

All figures in Rs. Lakhs

Particulars	Quarter Ended			Year ended (Standalone)
	Q2 FY15	Q1 FY15	Q2 FY14	FY14
Income from operations	19,825	18,617	18,915	77,752
Non-operating income	193	445	465	2,141
Total income	20,018	19,062	19,380	79,893
Employee expenses	4,017	3,738	3,997	17,416
Sales & Marketing expenses	3,768	4,150	4,143	19,150
Depreciation	1,726	1,490	854	3,803
Other expenses	6,766	6,613	6,063	25,382
Total expenditure	16,277	15,991	15,057	65,751
PBT	3,741	3,071	4,323	14,142
PAT	2,472	2,042	2,883	9,453

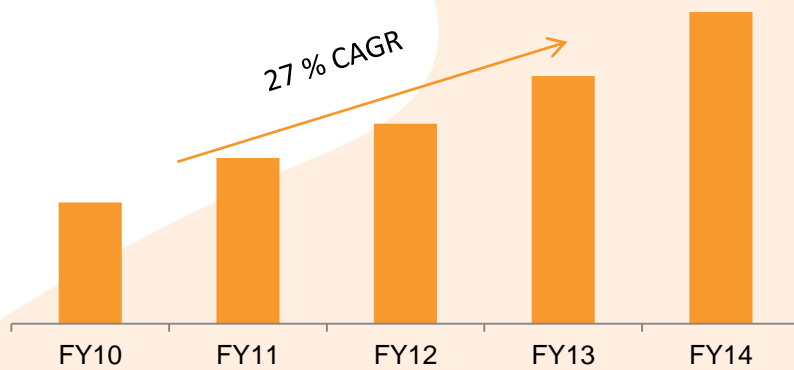


Customer Delight

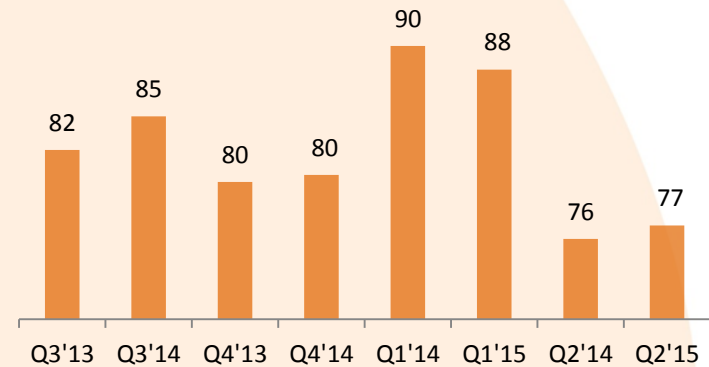


Customer delight at every touch point

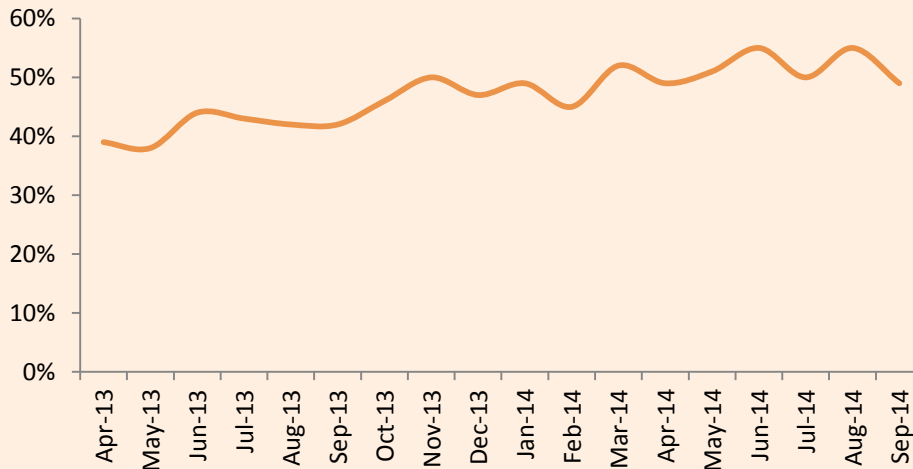
Net Upgrade



Occupancy %



Web Reservation %



- ✓ During Q2 FY15, 82% of members who demanded a holiday ended up holidaying with us at least once. Besides, regular sample checks reveal that over 75% of them get their first choice of holiday.
- ✓ Resort Occupancy was at 77% in Q2 FY15.
- ✓ Web penetration at 49 % in Q2 FY15.
- ✓ Consistent improvement in Customer as Promoter Score.

Thank you

Contact Information

investors@mahindraaholidays.com

www.clubmahindra.com