

## Mahindra Holidays announces Second Quarter results

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- *Operating Income up 11%, PAT stood at INR 27cr up 12%*
  - *Member base crosses 150,000 taking it into the list of top 10 vacation ownership companies globally*
  - *Room addition continues to be strong with over 780 rooms added in the last 10 months*
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Mahindra Holidays & Resorts India Ltd. (MHRIL), India's largest vacation ownership company and part of the \$15.4bn Mahindra Group, today announced its second quarter results.

### Highlights FY- 2013 Q2 results

- The 2nd quarter Operating Income grew by 11% over the same quarter last year to end at INR 165 Crs. The net profit after tax (PAT) grew by 12% over the same quarter last year to end at INR 27 Crs. This was an increase of 42% over the previous quarter.

In the last quarter MHRIL membership base crossed 150,000 taking it into the list of top 10 vacation ownership companies globally.

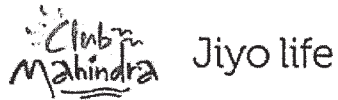
The company has in the last 10 months added over 780 rooms to its inventory representing a growth of 48% and is now set for aggressive member growth.

Mr. Arun Nanda, Chairman, MHRIL said, "Our growth in inventory and large member base will give a huge positive momentum to the business. Using our unique expertise in the field we will continue to raise the bar on member service and satisfaction."

Powering the 'Member First' initiative, the company has introduced SAP to streamline all transactional processes and has made live a new Property Management System and a new CRM. This means that member transactions, data documentation and relationship management will now have the advantage of cutting edge technology. This increase in intelligence and efficiency will allow MHRIL to deliver even more individualized member services and hence increase the level of member delight.

The Monsoon @ Club Mahindra holiday planning campaign resulted in a significant increase in resort utilization even during a season considered non peak.





## **ABOUT MAHINDRA HOLIDAYS & RESORTS INDIA LIMITED**

Mahindra Holidays & Resorts India Ltd. (MHRIL), the 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 – Zest Breaks, Club Mahindra Fundays and Mahindra.Travel.

MHRIL received several coveted distinctions during the financial year 2011 -2012 further endorsing its commitment towards its members.

- The Club Mahindra Coorg was voted as Asia's second most favourite family holiday resort by Tripadvisor.
- RCI has awarded 12 Club Mahindra properties the prestigious RCI Gold Crowns & also awarded MHRIL the prestigious RCI President's award.
- Club Mahindra was also voted the Product of the Year 2012 in a consumer survey by AC Nielsen covering over 30,000 respondents.

The company has over 150,000 long-term holiday members and operates 43 resorts across India and abroad.

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