



Press Release  
For immediate publication  
October 30, 2014

**Mahindra Holidays Q2FY15 Total Income up 5% QoQ and PAT up 21% QoQ**

**Mumbai, 30<sup>th</sup> October 2014:** Mahindra Holidays & Resorts India Limited (MHRIL), India's leading leisure hospitality provider announced its financial results for the quarter ended September 30, 2014 today.

**Q2FY15 Highlights**

Total Income at Rs. 200 Crore, up 5% QoQ.

EBITDA at Rs. 54.72 Crore, up 20% QoQ.

Profit after Tax (PAT) for the quarter was Rs. 24.71 Crore; up 21% QoQ.

The results of the quarter incorporate an additional charge on account of depreciation (consequent to change of rules) and consolidation of the results of Bell Tower Resorts Private Limited, post its merger with the Company. On a like-to-like basis, the EBITDA & PBT for the quarter stood at Rs. 59 Crore and Rs. 48.55 Crore, up from Rs. 52.44 Crore and Rs. 43.23 Crore, respectively, in the same quarter last year, as per details attached.

***Commenting on the second quarter results, Arun Nanda, Chairman, MHRIL said, "The transition from traditional avenues of customer acquisition to newer ones like digital is delivering encouraging results. The focus on customer satisfaction remains our top priority - we believe that the most effective way of growing this business is with a happy customer base. Toward that end, we expect to shore up our inventory significantly across properties in this financial year. Among others, inventory in key properties that will be delivered over the second half include Virajpet, Kanha, Munnar and Udaipur, besides acquisition of new properties under consideration."***

***Vasant Krishnan, Chief Financial Officer, MHRIL, said "We are beginning to see some positive impact of cost rationalization measures and strengthening of the financial and acquisition processes and we expect this momentum to continue."***

**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 September 30, 2014, MHRIL has ~175,000 vacation ownership members and operates 40 resorts across India and abroad.



ClubMahindra

### 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 employs more than 180,000 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](http://www.mahindra.com)

Our Social Media Channels:

**LinkedIn**

**YouTube**



### For further enquiries please contact:

**Ruzbeh Irani**

Chief Group Communications and Ethics Officer and

Member of the Group Executive Board

Mahindra Group

Phone: +91 22 2490 1441

Email: [group.communications@mahindra.com](mailto:group.communications@mahindra.com)

**Investor Relations:**

Company Secretary

Mahindra Holidays

Phone: +91 22 3368 4722

Email: [investors@mahindraholidays.com](mailto:investors@mahindraholidays.com)



Comparison of EBITDA & PBT on a like to like basis

EBITDA	Q2'15	Q1'15	Rs/lacs	
			H1'15	H1'14
Total Income	20,018	19,061	39,079	37,883
Growth %	5%		3%	
EBITDA	5,472	4,561	10,033	9,185
Impact - Bell Tower Resorts Pvt Ltd merger	428	-	428	-
Revised EBITDA	5,900	4,561	10,461	9,185
Growth %	29%		14%	

PBT	Q2'15	Q1'15	Rs/lacs	
			H1'15	H1'14
Total Income	20,018	19,061	39,079	37,883
Growth %	5%		3%	
PBT	3,741	3,071	6,812	7,435
Impact - Depreciation as per Sch II	686	532	1,218	-
- Bell Tower Resorts Pvt Ltd merger	428	-	428	-
Revised PBT	4,855	3,602	8,458	7,435
Growth %	35%		14%	

