



## Mahindra Holidays & Resorts India Ltd.

Changing the way India Holidays.....

CMP Rs. 462

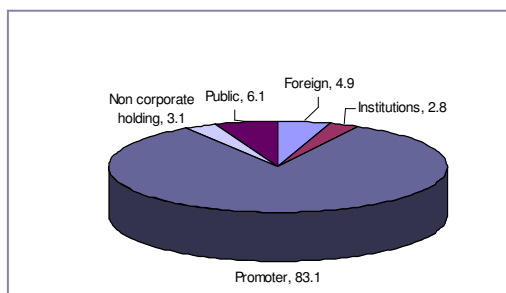
Target Rs. 580

Initiating Coverage- Buy

### Key Share Data

Face Value (Rs.)	10.0
Equity Capital (Rs. crs)	84.23
Market Capitalization (Rs. crs)	3925
52-wk High / Low (Rs. )	574 / 323
Average Yearly Volume	18906
BSE code	533088
NSE code	MHRIL
Reuters code	MAHH.BO
Bloomberg code	MHRL IN

### Shareholding Pattern – September 2010



### Financials (Consolidated) (Rs. Crore)

	FY09	FY10	FY11E	FY12E
Net Sales	393.2	473.5	615.3	734.0
Sales Gr	11%	20%	30%	19%
EBIDTA	103.2	152.9	196.6	240.4
PAT	79.7	117.1	145.6	174.2
PAT Gr	-5%	47%	24%	20%
EPS (Rs.)	10.4	14.1	17.5	20.9
CEPS (Rs)	12.5	16.4	20.7	24.8

### Key Financial Ratios

	FY09	FY10	FY11E	FY12E
Div. yield	0.7%	0.9%	0.9%	0.9%
P/E	44.6	32.9	26.4	22.1
P/BV	18.0	8.8	7.1	5.7
P/Cash EPS	36.8	28.2	22.3	18.6
MCap/Sales	9.0	8.1	6.3	5.2
EV/EBIDTA	34.4	25.1	19.4	15.8
ROCE	15%	14%	14%	13%
ROE	40%	27%	27%	26%
EBITDM(%)	26%	32%	32%	33%
NPM (%)	20%	25%	24%	24%
Debt-Equity	0.1	0.0	0.0	0.0

### Performance comparison MHRIL v/s BSE MIDCAP



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### Company Profile

Mahindra Holidays & Resorts India Ltd (MHRIL) is a leading player in the leisure hospitality industry, provides family holidays primarily through vacation ownership memberships. Mahindra Holidays currently has a pan-India presence through its extensive network of 33 resorts and 1476 apartments. Currently company has 109,884 vacation ownership members as on March 31, 2010.

### Investment Rationale

#### Prominent player in leisure hospitality

- Club Mahindra has the highest brand equity among timeshare companies in India. With the escalating demand of VO products, MHRIL with its strong brand and pan India presence is well poised to take advantage of it.
- In terms of market share, MHRL has accounted for 72% of the total active members across the vacation ownership industry in India with Resort Condominiums International (RCI) up to end May 2009.

#### Mounting member base – strengthening top line

- Membership enrollment has increased at a CAGR of 31% over the last five years and reached to 113829 as on June 30 2010.
- Company has launched new services offerings such as, Zest – targeting young urban consumers, club mahindra fundays, club mahindra travel etc, which will help company to capture more potential members in near future. Increasing the membership base and the number of resorts would enable company to increase the total income from vacation ownership.

#### Distinctive and a Vigorous Business Model

- Company follows a mixed use model by generating revenue from selling vacation ownership to members and also provides accessibility to non members for its unused apartments on a per night room tariff. This enables MHRIL to enhance its revenue through optimum occupancy and sales from restaurants and other services.
- Company also provide financing option to its members, and attract a interest a rate of 15-16% in a year.
- Members pay an upfront membership fee and are also required to pay an annual subscription fee each year thereafter.

#### Valuation

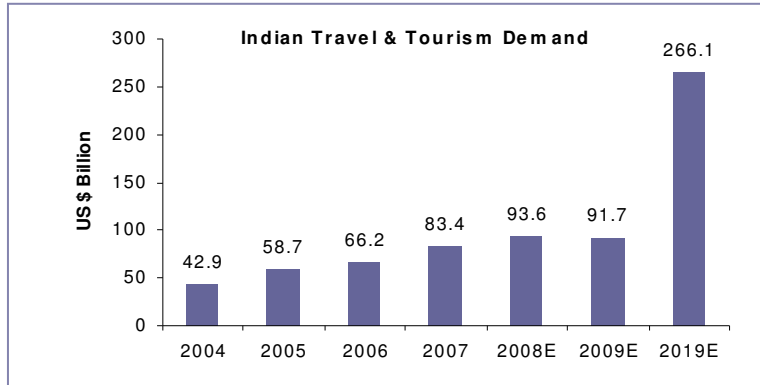
Vacation Ownership Industry is at its nascent stage and MHRIL is favorably placed with 70% market share of total VO memberships in India. Innovative and distinctive product in its portfolio, constant growth in membership, high quality of services makes MHRIL a prominent player in VO industry.

**At the current market price of Rs. 462, MHRIL is trading at PE of 26.4x and 22.1x of FY11E and FY12E earnings of Rs. 17.5 and Rs. 20.9 respectively. We expect revenues and PAT to post CAGR of 25% and 30%, respectively, over FY10-12 E. We recommend BUY rating on the stock with a target price of Rs. 580/- (25% upside) in 12 months.**

## Industry Overview

### Tourism and Hospitality Industry

The Indian hotel industry, being a direct beneficiary of the growth in the economy and the tourism industry, has recorded strong growth over the past years. The travel and tourism demand in India has increased at a compounded annual growth rate of 16.4 per cent between 2004 and 2009, to reach US\$ 91.7 billion (INR 4,412.7 billion). The travel and tourism demand is expected to reach US\$ 266.1 billion (INR 14,601.7 billion) by 2019.

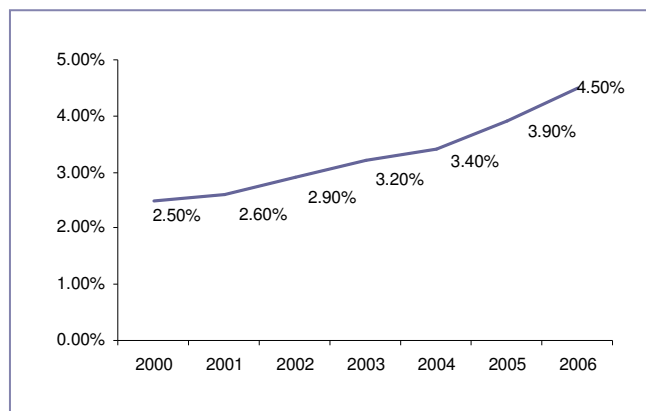


Source: IBEF & SKP Research

Travel and Tourism in India is expected to give a very dynamic performance over the forecast period driven by strong economic growth. India's Travel & Tourism (T&T) Industry is expected to contribute 6.0% to Gross Domestic Product in 2009 (US\$67.3 bn), rising to US\$ 187.3 bn by 2019.

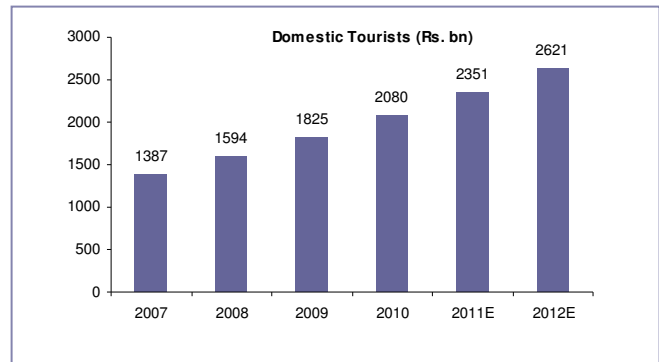
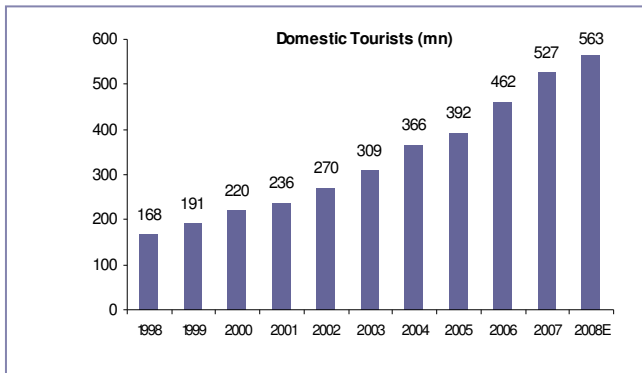
Rising per capita income and increased consumerism is driving tourism. According to a study by the Mckinsey, released in May 2007, India's middle class will swell by more than ten times- from 50 million in 2007 to 583 million people by 2025. The mounting middle class in India and rising disposable incomes are expected to have a positive effect on domestic tourism leading to more number of people being able to afford holidays and vacations in the next few years. The domestic tourist visits during the year 2008 are estimated to be 562.9 million, showing a growth of 6.9 % over 2007.

**The percentage of holiday takers has increased from 2.5% in 2000 to 4.5% in 2006.**



Source: Travel & Tourism India

The Ministry of Tourism, along with the state tourism boards, is also aggressively promoting domestic tourism within the country offering discounts and other incentives. The domestic trips are expected to grow at a CAGR of 11.7% over 2007-2012, to reach approximately 871 million trips in 2012. By 2012, the domestic tourism expenditure is expected to rise to Rs. 2621.1 billion, growing at a CAGR of 13.6% over 2007-2012.



Source: Ministry of tourism

### Vacation Ownership Industry

As per AIRDA, there are over 45 timeshare companies, 80 resorts, 250000 timeshare memberships, 5000 units, with total investment of US\$ 250 million and a growth at a CAGR of 15% since 1998. The Vacation ownership industry provides dedicated products and services to leverage the vast, unexplored domestic tourism potential.

#### India VO Industry

Time share companies	45
Resorts	80
Memberships	250000
Apartments	5000
Total Investment (Mn \$)	250
CAGR (Growth%)	15%

Source: AIRDA

### Growth Drivers:

**Rising domestic leisure travel** - Domestic tourists visit in India were at 562 million in 2008, a growth of 7 per cent over the previous year.

**High demand for quality rooms** - India is emerging as the second fastest growing tourist market in the world and the shortage of room inventory across Indian cities as against the demand expected in next few years, continues to justify the huge potential opportunity for the high growth of hospitality industry in India.

**Favorable government policies** - The Ministry of Tourism is upgrading infrastructure facilities at important tourist destinations, which has improved accessibility to these places. Incredible India, the highly successful promotional campaign by the government of India, has worked wonders for the domestic tourism industry.






**Increased International tourists arrivals** – International tourists arrival in India have increased at a CAGR of 8.1 per cent between 2004 and 2009 to reach 5.1 million. During the same period, foreign exchange earnings from tourism increased by more than 13 per cent to reach US\$ 11.39 billion.

*Company Overview*

**Mahindra Holidays & Resorts Ltd (MHRIL),**

- Mahindra Holidays & Resorts India Ltd is a leading player in the leisure hospitality industry, offering quality holidays designed for discerning and differentiated need of families. It provides family holidays primarily through vacation ownership memberships, where members can choose to stay and holiday at resorts in a range of holiday destinations for a pre-determined number of days in a year for a fixed number of years.
- Mahindra Holidays currently has a pan-India presence through its extensive network of 33 resorts and 1476 apartments. Company has 1050 owned apartments, 354 apartments on long term lease and 72 apartments on short term lease. Members can also choose to access a range of resorts globally through its RCI affiliation. RCI is the world’s largest holiday exchange network, hence this affiliation enables members to access the RCI exchange network, which includes 5087 resorts across the world. Currently company has 109,884 vacation ownership members as on March 31, 2010.
- Mahindra Holidays offers complete holiday solutions to its customers, with its wide range of products and services such as Club Mahindra Holidays, Zest, Club Mahindra Fundays, Mahindra Homestays and Clubmahindra.travel.

**MHRIL Product portfolio**

	Target segment	Offerings	Accessibility
1997 → 	Age segment – 30-55 years	Offers family holidays 7 days every year for 25 years	29 resorts in India & Thailand and access to 5000+ resorts through RCI
2006 → 	Young urban families	Offers short break 6 days every year for 10 years	Across 5 resorts
2006 → 	Corporate Membership	Points based platform to aid flexibility for corporates	29 resorts in India & Thailand and access to 5000+ resorts through RCI
2008 → 	Launched in UK and India	Provides accommodation in private homes	240 homes with 663 rooms across 46 location
2008 → 	One stop shop for family holiday & travel services		

Source: Company & SKP Research

**Resorts Portfolio**

Location	Number of apartments	Owned/Leased
Ashtamudi, Kerala	48	Owned
Goa	205	Owned
Binsar, Uttaranchal Pradesh	36	Owned
Coorg, Karnataka	188	Owned
Manali, Himachal Pradesh	33	Owned
Munnar, Kerala	114	Owned
Kumbalgarh, Rajasthan	68	Owned
Puducherry	125	Owned
Manipur Villa, Binsar	22	Owned
Ooty, Tamil Nadu	90	Owned
Thekaddy, kerala	48	Owned
Auli, Himachal Pradesh	10	Leased
Bangkok, Thailand	12	Leased
Corbett, Uttaranchal	50	Leased
Dharamshala, Himachal pradesh	23	Leased
Kodaikanal, Tamilnadu	11	Leased
Mussoorie, Uttaranchal	19	Leased
Pattaya, Thailand	6	Leased
Ooty, Tamil Nadu	15	Leased
Masinagudi, Tamilnadu	20	Leased
Yercaud	40	Leased
Naukutchiataal	31	Leased
Shimla	67	Leased
Poovar, kerala	20	Leased
Panchgini, Maharashtra	20	Leased
Mahabaleshwar, Maharashtra	10	Leased
Kodai Hill Country, Tamil Nadu	16	Leased
Gir, Gujarat	30	Leased
Kanha, MP	21	Leased
Bandhavgarh, MP	22	Leased
Gangtok	32	Leased
Goa	24	Leased

Source: Company & SKP Research

MHRIL is further adding its inventory line-up to match the increasing membership base. Company is expanding its resorts at Coorg, Binsar and Ashtamudi and also undertaking greenfield expansion in Tungi (Lonavala) and Theog (Shimla).

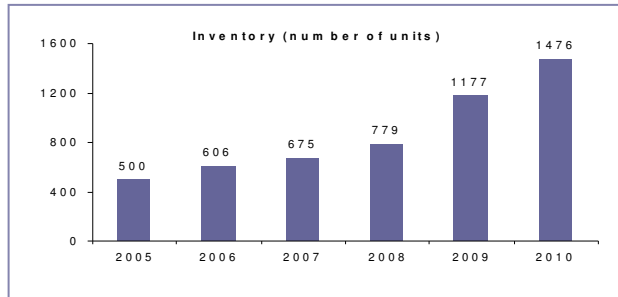
MHRIL - Expansion Plan	
Expansion Planned	Ashtamudi Coorg
Greenfield development	Tungi (near Lonavala) Theog (Shimla)
Land banks for future	Kas, Varwade (Maharashtra) Kadapakkam (Tamil Nadu) Hyderabad (Andhra Pradesh) Coorg (Karnataka)

Source: Company & SKP Research

## Investment Arguments

### Prominent player in leisure hospitality

- Mahindra Holidays and Resorts Ltd is a leading player in leisure hospitality providers in India. Currently, MHRIL has 14 owned resorts with 1050 apartments, 14 resorts with 354 apartments on long-term lease, and five with 72 apartments on short-term lease. It also operates resorts in Thailand. Club Mahindra has the highest brand equity among timeshare companies in India.

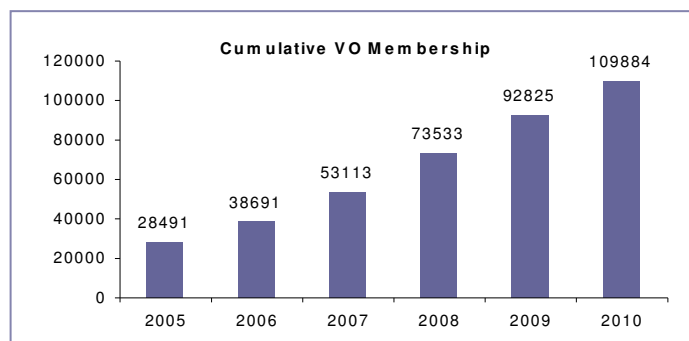


Source: Company & SKP Research

- In line with the growth in membership, company added inventory across multiple locations taking the total number of available apartment to 1476 as on 31<sup>st</sup> Mar 2010. With the escalating demand of VO products, MHRIL with its strong brand and pan India presence is well poised to take advantage of it.
- Company is expanding its resorts at Coorg, Binsar, Ashtamudi. MHRIL is currently developing new resort at Tungi near Lonavala and at Theog near Shimla. Over a period MHRIL intends to increase the number of resorts in India and overseas, particularly through development or acquisition.

### Mounting member base – strengthening top line

- As of June 30, 2010 and March 31, 2010 company had 113829 and 109884 club mahindra vacation ownership members, respectively. Membership enrollment has increased at a CAGR of 31% over the last five years.
- After successful launch of club mahindra holidays company has launched new services offerings such as , Zest – targeting young urban consumers, club mahindra fundays, club mahindra travel etc, which will help company to capture more potential members in near future.



- In terms of market share, *MHRIL* has accounted for 72% of the total active members across the vacation ownership industry in India with Resort Condominiums International (RCI) up to end May 2009.
- MHRIL is focusing to enhance the members growth by increasing its distribution network in cities across the country. Increasing the membership base and the number of resorts would enable company to increase the total income from vacation ownership. We expect membership enrollment to grow at a CAGR of 19-20% for next two years.

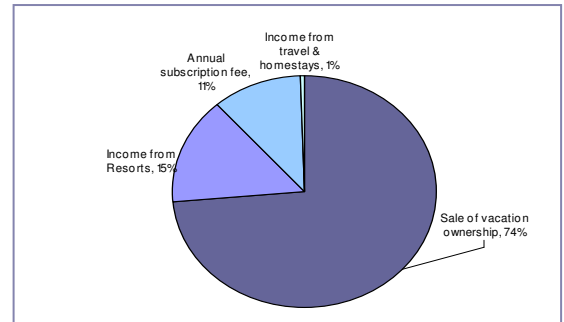
**Distinctive and a Vigorous Business Model – Ensuing optimum occupancy**

- Company follows a mixed use model by generating revenue from selling vacation ownership to members and also provides accessibility to non members for its unused apartments and cottages on a per night room tariff. This enables MHRIL to enhance its revenue through optimum occupancy and sales from restaurants and other services. Company also provide financing option to its members and attract a interest a rate of 15-16% in a year.

**Multiple Revenue streams:**

- Membership fee
- Annual Subscription fee
- Interest on installment
- Other resort revenue generated by members (food & beverages, spa etc.)
- Income from non members (Room rentals and other resort services)

**Revenue Mix for 2010**



- Members pay an upfront membership fee that entitles them accommodation, for a predetermined number of days, every year, across the resorts offered, for a predetermined number of years. Members are also required to pay an annual subscription fee each year thereafter. Hence with the emerging VO industry we believe that with the incessant growth in members, this business model seems to be vigorous and offers visibility and sustainability for future growth.

**Bright future of Hospitality sector with booming economy**

- According to a research by McKinsey Global Institute, the number of household, earning over Rs. 5 lakhs per annum will increase from 3.6 million in 2005 to 8.8 million in 2015. Spend on discretionary items is forecasted to grow from 50 percent to 70 percent. This is expected to give a substantial push to the leisure travel.
- According to Euromonitor International, holidays takers as a percentage of total population have increased from 2.5 percent in 2000 to 4.5 percent in 2006. Expenditure on leisure and travel continue to increase rapidly due to increase in the number of travelers, changes in their life style as well as escalation in their per capita holiday spend.
- **VO Industry - Nascent market** – The US\$ 13 billion global VO industry, is the fastest growing segment of the tourism industry. The VO industry comprises of 5500 resorts in 90 countries with 7 million owners. In India there has been considerable increase in the awareness and acceptance of vacation ownership concept over the last few years. Mahindra Holidays is best poised to take advantage of this demand with its well established brand and quality holidays.

**Well Diversified Network**

- In India with very low penetration towards vacation ownership products, it is essential for company to follow a distinctive marketing approach to attract members. Company has a network of 19 branch offices, 7 onsite offices, 61 retail outlets and 129 franchises to distribute its product and services.
- MHRIL is actively looking at the newer markets by designing innovative products to suit the needs of specific consumer segments.

### Key Concerns

- **Any slowdown in global economy:** Tourism is directly linked with the economic growth of a country. Downturn in global economies dampens consumer sentiment and their spending which result in reduction of member acquisition and adversely affect business and result of operation.
- **Receivable risk:** MHRIL offers financing schemes to its customers to attract more members. Currently 90% of total members are availing EMI based membership. Member defaults, could adversely impact company's profitability.
- **Quality and Inventory management risk:** There is huge demand for MHRIL prime properties such as Munnar, Coorg etc with high growth in number of members. Non availability of properties or any inefficiency in providing quality services could result in customer dissatisfaction. Company is expanding the current resorts and also developing new properties to meet members requirements.

### Valuations & Outlook

Fundamental growth story of Indian economy is intact and the hospitality sector will continue to see momentous growth in future. Vacation Ownership Industry is at its nascent stage and MHRIL is favorably placed with 70% market share of total VO memberships in India. Innovative and distinctive product in its portfolio, constant growth in membership, high quality of services makes MHRIL a prominent player in VO industry which will further perform with rising income levels, favourable demographics, growing urbanization, increasing discretionary spends and better infrastructure.

MHRIL offers a differentiated product, with its unique vacation ownership (VO) model and as there is no core competitor available in domestic market, we have used DCF as the valuation method and arrived at a fair value of Rs. 580. .

DCF Parameters:

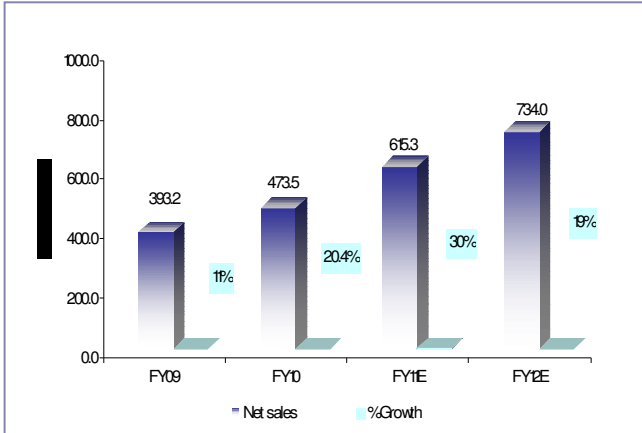
WACC (%)	12.2%
Terminal growth rate(%)	5.0%
Discounted cash flow	1,395
PV of Terminal value	3,429
Value of Equity	4,824
No. of shares	8.4
Fair value per share	580

**At the current market price of Rs. 462, MHRIL is trading at PE of 26.4x and 22.1x of FY11E and FY12E earnings of Rs. 17.5 and Rs. 20.9 respectively. We expect revenues and PAT to post CAGR of 25% and 30%, respectively, over FY10-12 E. We recommend BUY rating on the stock with a target price of Rs. 580/- (25% upside) in 12 months.**



Financial Outlook

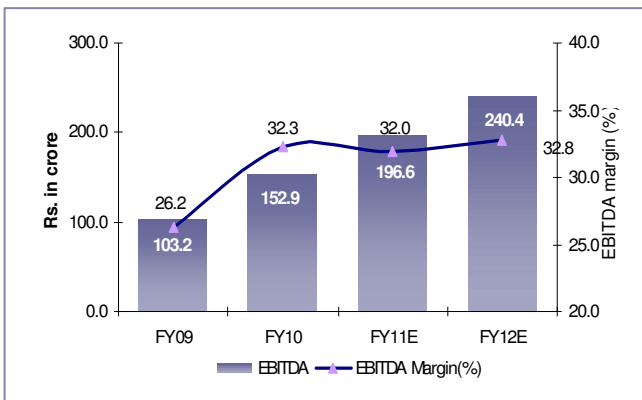
Topline to grow at a CAGR of 24.5% over FY10-12E



For FY10, MHRIL registered a 20.4% rise in net sales to Rs. 473.5 crore on account of consistent growth in addition of new members.

Indian VO industry is hovering for exponential growth on the back of accelerating demand, boost in discretionary spend and with unique and robust business model, and MHRIL being the strongest player in the industry is well placed to take advantage of it.

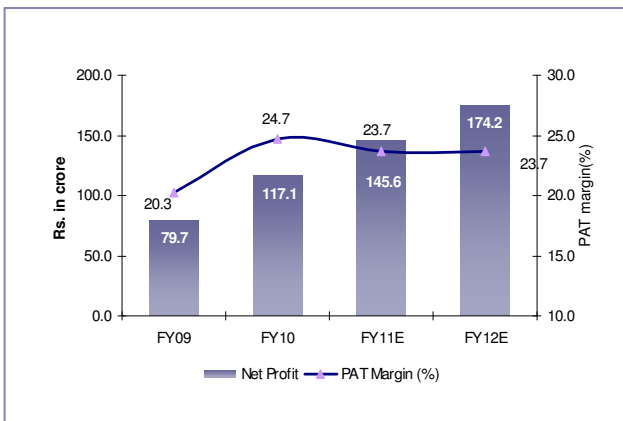
With further addition of new members, robust growth in food & beverages, increase in revenue from non members, we expect revenue to grow at CAGR of 24.5% over FY10-12E.



EBITDA margins are likely to remain in the range of 32-33%

MHRIL Ltd has witnessed an EBITDA margin of 32.3% in FY10 as compared to 26.2% in FY09.

We estimate EBITDA to grow at a CAGR of 32.6% over FY09-12E to Rs. 240.4 crore in FY12E on account of higher revenue and cost effectiveness. We expect EBITDA margin to be at 32.0% and 32.8% for FY11E and FY12E respectively.



Net Profit to grow at CAGR of 29.8% over FY10-12E

We expect Net profit margin to remain in the range of 23-24% for FY11E and FY12E respectively.

Source: SKP Research

**Consolidated Financials for FY March (Rs. in Crore)**
**Income Statement**

Financial Year	FY09	FY10	FY11E	FY12E
Net Sales	393.2	473.5	615.3	734.0
Growth (%)	11.5%	20.4%	29.9%	19.3%
Total Expenditure	290.0	320.5	418.7	493.6
Operating profit	103.2	152.9	196.6	240.4
Growth (%)	-13.7%	48.3%	28.5%	22.3%
Depreciation	16.8	19.6	27.1	32.7
EBIT	86.3	133.4	169.5	207.7
Interest	7.0	4.6	2.4	1.0
Interest Coverage (x)	12.3	29.1	71.4	208.0
Other Income	48.9	47.8	50.2	53.2
PBT	128.2	176.6	217.3	259.9
Tax	48.5	59.5	71.7	85.8
PAT	79.7	117.1	145.6	174.2
Growth (%)	-5.0%	46.9%	24.4%	19.6%
O/S shares	7.7	8.3	8.3	8.3
EPS (Rs.)	10.4	14.1	17.5	20.9
Cash EPS (Rs.)	12.5	16.4	20.7	24.8
DPS (Rs.)	3.1	4.0	4.0	4.0

**Balance Sheet**

Year End March	FY09	FY10	FY11E	FY12E
Equity capital	77.0	83.3	83.3	83.3
Reserves & Surplus	121.0	355.3	461.8	597.0
Shareholder's Fund	198.0	438.5	545.1	680.3
Total debt	24.7	16.1	9.5	4.0
Deferred tax liability	29.5	33.3	33.3	33.3
Deferred Income	637.6	805.5	1027.1	1282.4
Minority interest	0.0	0.3	0.3	0.3
Sources of funds	889.7	1293.8	1615.3	2000.3
Net Block	408.0	535.2	710.4	836.4
Expenditure during construction	8.5	11.3	11.3	11.3
Investments	0.0	195.4	135.4	215.4
Total Current Assets	587.1	739.9	964.3	1164.8
Inventories	5.3	3.3	4.7	6.1
Debtors	482.6	633.7	807.0	967.6
Cash & Bank Balance	32.8	28.3	46.0	63.9
Loans & Advances	66.5	74.6	106.6	127.2
Total Current Liabilities	113.9	187.9	206.0	227.6
Net Current Assets	473.2	551.9	758.3	937.2
Uses of funds	889.7	1293.8	1615.3	2000.3
Book value per share	25.7	52.7	65.5	81.7

**Ratios**

Year End March	FY09	FY10	FY11E	FY12E
<i>Valuation Ratios</i>				
Price Earning (P/E)	44.6	32.9	26.4	22.1
Price / Book Value	18.0	8.8	7.1	5.7
Price / Cash EPS	36.8	28.2	22.3	18.6
EV / EBIDTA	34.4	25.1	19.4	15.8
Market Cap / Sales	9.0	8.1	6.3	5.2
<i>Earning Ratios</i>				
OPM (%)	26.2%	32.3%	32.0%	32.8%
NPM (%)	20.3%	24.7%	23.7%	23.7%
RoNW (%)	40.3%	26.7%	26.7%	25.6%
RoCE (%)	15.2%	14.0%	13.6%	13.0%
DPR	29.5%	28.8%	22.9%	19.1%
<i>Balance Sheet Ratios</i>				
Debt-Equity	0.1	0.0	0.0	0.0
Current Ratio	5.2	3.9	4.7	5.1
Debtors Days	405.6	430.3	421.5	435.2
FA/Turnover	1.1	1.1	1.0	1.0

**Cash Flow statement**

Year End March	FY09	FY10	FY11E	FY12E
Profit before tax	128.2	176.6	217.3	259.9
Add: Depreciation, Int. & other expenses	-23.1	-21.1	29.5	33.7
Net changes in working capital	92.8	113.2	32.9	94.2
Direct taxes paid	-39.5	-82.1	-71.7	-85.8
Cash Flow from Operating activities	158.4	186.7	207.9	302.0
Capital expenditure	-163.1	-145.0	-202.3	-158.7
Change in Investments	0.0	-195.0	60.0	-80.0
Dividend, Interest & others	48.2	36.9	0.0	0.0
Cash flow from investing activities	-114.9	-303.1	-142.3	-238.7
Cash Flow from Financing activities	-18.3	111.9	-47.9	-45.5
Cash Flow during the year	25.1	-4.5	17.7	17.9
Opening Cash	7.6	32.8	28.3	46.0
Cash & cash equivalent	32.8	28.3	46.0	63.9

The above analysis and data are based on last available prices and not official closing rates. SKP Research is also available on Bloomberg, Thomson First Call & Investext Myiris, Moneycontrol, Tickerplant and ISI Securities

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