# \* Edelweiss Ideas create, values protect

# **MAHINDRA HOLIDAYS & RESORTS INDIA**

Membership addition slowing down

#### De-growth in membership addition

On a net basis, Mahindra Holidays & Resorts India (MHRIL) added 17,059 members in FY10 against 19,292 in FY09. This 18.5% membership growth is, however, way less than 35% growth the company had witnessed in FY05-09. In Q4FY10, the company added 6,987 members (6,368 Club Mahindra and 619 Zest), an increase of 58% Y-o-Y. During the quarter, the company dropped 7,330 members (added in past 1-2 years) with whom it was facing difficulties in EMI payments. In Q4FY10, one-time revenue adjustment of INR 330 mn has been done (since 60% of membership fee has been recognised upfront).

#### Subdued sales growth; higher EBIDTA margins due to cost control

Sales growth was tepid at 10.7% Y-o-Y and 4.4% Q-o-Q, primarily on account of subdued membership addition. EBIDTA margins declined 580bps Y-o-Y and improved 790bps Q-o-Q, as the company was able to contain employee costs and other expenditure. We believe that sales improvement and membership addition are more important for the company than the costs containment.

#### Slow rooms growth; Tungi project postponed to Q1FY11

MHRIL added 73 rooms during the quarter, taking the total to 1,476 rooms in FY10 against 1,177 in FY09. For FY10, it added 299 rooms against our expectations of 360. Opening of the Tungi (Maharashtra) resort, with 158 rooms, has been postponed to Q1FY11 from Q4FY10 earlier. We reiterate our stand of addition of star properties, as the existing ones are already oversold. We believe the company needs to ramp-up property addition to attract new members.

#### Outlook and valuations: Member addition dwindles; maintain 'REDUCE'

We believe MHRIL is facing headwinds in membership additions sooner than expected. We also believe that cost containment measures are inadequate to drive long-term growth, as the company's model is driven by membership additions. We are reducing our membership addition growth target to 20% for FY11 and FY12 from 25%. We continue to value the stock through DCF methodology and drive a value of INR 372. At CMP of INR 500, the stock is trading at P/E of 26.8x and 20.3x of FY11E and FY12E earnings, respectively. We maintain our 'REDUCE' recommendation on the stock.

#### Financials

Year to March	Q4FY10	Q4FY09	% change	Q3FY10	% change	FY10	FY11E
Net rev. (INR mn)	1,302	1,176	10.7	1,247	4.4	5,102	7,103
EBIDTA (INR mn)	508	527	(3.6)	398	27.4	1,942	2,649
Net profit (INR mn)	322	298	8.1	238	35.3	1,178	1,574
Diluted EPS (INR)	2.8	1.1	1.5	3.3	1.5	14.4	18.7
Diluted PE (x)						34.8	26.8
EV/EBIDTA (x)						19.1	14.6
ROAE (%)						37.2	31.1

#### April 30, 2010

Reuters: MAHH.BO Bloomberg: MHRL IN

#### EDELWEISS RATING

Absolute Rating REDUCE

#### MARKET DATA

CMP : INR 500
52-week range (INR) : 574 / 306
Share in issue (mn) : 84.2
M cap (INR bn/USD mn) : 42.1 / 944.5
Avg. Daily Vol. BSE ('000) : 370.3

#### SHARE HOLDING PATTERN (%)

 Promoters\*
 :
 83.1

 MFs, FIs & Banks
 :
 4.3

 FIIs
 :
 3.6

 Others
 :
 9.0

 \* Promoters pledged shares (% of share in issue)
 :
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#### RELATIVE PERFORMANCE (%)

	Sensex	Stock	Stock over Sensex
1 month	(0.5)	(10.7)	(10.2)
3 months	7.0	17.2	10.2

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#### De-growth in membership addition

On a net basis, MHRIL added 17,059 members in FY10 against 19,292 in FY09. This 18.5% membership growth is, however, way less than 35% growth the company witnessed in FY05-09. In Q4FY10, the company added 6,987 members (6,368 Club Mahindra and 619 Zest), an increase of 58% Y-o-Y. During the quarter, the company dropped 7,330 members with whom it was facing difficulties in EMI payments. In Q4FY10, one-time revenue adjustment of INR 330mn has been done (since 60% of membership fee has been recognised upfront).

In FY10, MHRIL added 15,396 club Mahindra members and 1,663 Zest members on a net basis (against our estimates of 23,000) - way below 19,292 that it had added in FY09. We were estimating membership growth to taper off few years down the line (FY14 or FY15) as the company would have attained a critical mass of members by then. Considering the performance of membership growth in the H2FY10, we believe that the company needs to come out either with new schemes or some disruptive method to get back on the growth path.

### Subdued sales growth; higher EBIDTA margins due to cost control

Sales growth was tepid at 10.7% Y-o-Y and 4.4%, primarily on account of subdued membership growth.

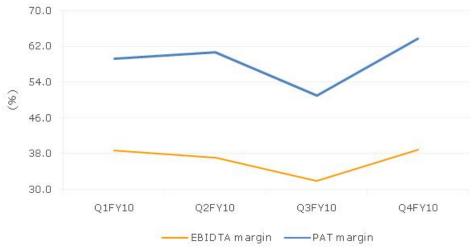
Table 1: Decreased AMC income shows slower membership addition

Income breakdown	Q4FY10	Q3FY10	Q4FY09	y-o-y (%)	q-o-q (%)
Time share income	933	787	720	29.6	18.6
Annual subscription fee	107	125	129	(17.1)	(14.4)
Income from resorts	196	177	147	33.3	10.7
Other operating income	58	165	182	(68.1)	(64.8)

Source: company, Edelweiss research

EBIDTA margins declined 580bps Y-o-Y and improved by 790bps Q-o-Q, as the company was able to contain the employee costs and other expenditure. Q-o-Q, employee cost was down 290bps and other expenditure down 350bps. We believe that sales improvement and membership addition is more important for the company than cost containment measures.

Chart 1: Higher EBIDTA margins driven by cost containment



Source: Company, Edelweiss research



#### Slow rooms addition; Tungi project postponed to Q1FY11

MHRIL added 73 rooms during the quarter, taking the total to 1,476 rooms in FY10 against 1,177 in FY09. For FY10, it added 299 rooms against our expectations of 360. Opening of the Tungi (Maharashtra) resort, with 158 rooms, has been postponed to Q1FY11 from Q4FY10 earlier. We reiterate our stand of addition of star properties, as the existing ones are already oversold. We believe the company needs to ramp-up property addition to attract new members.

Financial snapshot							(1	NR mn)
Year to March	Q4FY10	Q4FY09	% change	Q3FY10	% change	FY10	FY11E	FY12E
Net Sales/Income from Operations	1,244	1,000	24.4	1,134	9.7	4,687	6,631	8,583
Other Operating Income	58	176	(67.1)	113	(48.7)	414	471	569
Total Income	1,302	1,176	10.7	1,247	4.4	5,102	7,103	9,152
Employee Cost	175	134	30.6	203	(13.9)	736	1,161	1,523
Other Expenditure	620	516	20.2	646	(4.0)	2,424	3,292	4,199
Total Expenditure	795	649	22.4	849	(6.4)	3,160	4,454	5,722
EBITDA	508	527	(3.6)	398	27.4	1,942	2,649	3,430
Interest Expenses	11	21	(47.0)	9	27.4	46	62	62
Depreciation	51	51	0.1	44	16.9	191	326	406
Other income	20	15	29.0	17	16.7	62	123	175
PBT	465	470	(1.0)	363	28.2	1,767	2,384	3,138
Tax Expense	143	172	(16.9)	125	14.5	589	810	1,067
Net profit	322	298	8.1	238	35.3	1,178	1,574	2,071
as % of net revenues								
Employee Cost	13.4	11.4		16.3		14.4	16.4	16.6
Other Expenditure	47.6	43.8		51.8		47.5	46.4	45.9
EBITDA	39.0	44.8		31.9		38.1	37.3	37.5
Net profit	24.7	25.3		19.1		23.1	22.2	22.6



#### Company Description

MHRIL was started in 1997 and offers a unique vacation ownership model to Indian consumers with resorts spread across India. The company has different schemes for families, singles and corporates. With almost 100,000 members spread across different membership schemes, the company uses the upfront membership fee charged from members to build resorts. With its resorts located across India, the company plans to aggressively expand its reach both in terms of members and new resorts.

#### Investment Theme

With its unique business model, although MHRIL is in a sweet spot to exploit the growth in the Indian travel & tourism sector, but we are concerned with the accounting treatment of the income and expenditure done by the company. We believe with its aggressive income recognition principle, the future expenses to serve the existing members is not getting properly accounted. Due to the limited history of its operations, we believe only 5-10 years down the line we will have the visibility of its full scale expenses.

#### Key Risks

Launching new schemes, restart to sell the Purple membership, increase in overall average membership fee are some of the factors that could provide risk to our estimates. Settlement of ongoing Munnar property and IT dispute can also provide upside risk to our estimates.



# Financial Statements (Consolidated)

Income statement					(INR mn)
Year to March	FY08	FY09	FY10	FY11E	FY12E
Income from operations	3,772	4,421	5,200	7,103	9,152
Total operating expenses	2,330	2,899	3,205	4,454	5,722
Employee cost	474	608	749	1,161	1,523
Sales promotion and comission	882	1,117	1,360	1,253	1,582
Other expenditure	975	1,174	1,097	2,039	2,618
EBITDA	1,442	1,522	1,995	2,649	3,430
Depreciation and amortisation	113	168	196	326	406
EBIT	1,329	1,354	1,799	2,323	3,025
Interest	33	70	46	62	62
Total other income	-	-	13	123	175
Profit before tax	1,296	1,284	1,766	2,384	3,138
Provision for tax	456	486	595	810	1,067
Profit after tax	840	798	1,171	1,574	2,071
Shares outstanding (mn)	78	78	84	84	84
EPS (INR) basic	10.7	10.2	13.9	18.7	24.6
Diluted shares (mn)	78	78	84	84	84
EPS (INR) diluted	10.7	10.2	13.9	18.7	24.6
Dividend per share (INR)	1.8	3.0	3.9	4.4	4.9
Dividend payout (%)	19.4	34.4	33.1	27.7	23.4
Common size metrics- as % of net revenues					
Year to March	FY08	FY09	FY10	FY11E	FY12E
Operating expenses	61.8	65.6	61.6	62.7	62.5
Sales promotion and comission	23.4	25.3	26.1	17.6	17.3
Other expenditure	25.8	26.6	21.1	28.7	28.6
Depreciation and amortisation	3.0	3.8	3.8	4.6	4.4
Interest expenditure	0.9	1.6	0.9	0.9	0.7
EBITDA margins	38.2	34.4	38.4	37.3	37.5
Net profit margins	22.3	18.0	22.5	22.2	22.6
Growth metrics (%)					
Year to March	FY08	FY09	FY10E	FY11E	FY12E
Revenues	56.3	17.2	17.6	36.6	28.9
EBITDA	81.2	5.6	31.0	32.8	29.5
PBT	93.2	(0.9)	37.6	35.0	31.6
Core net profit	97.6	(5.0)	46.7	34.4	31.6
EPS	97.6	(5.0)	36.4	34.4	31.6
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Balance sheet					(INR mn)
As on 31st March	FY08	FY09	FY10E	FY11E	FY12E
Equity capital	764	770	829	829	829
Reserves & surplus	666	1,188	3,714	4,758	6,252
Shareholders funds	1,430	1,958	4,542	5,587	7,081
Secured loans	201	247	247	247	247
Deferred tax (net)	236	295	295	295	294
Sources of funds	1,867	2,500	5,084	6,129	7,622
Gross block	2,734	4,293	6,593	8,143	10,143
Depreciation	479	641	905	1,231	1,636
Net block	2,255	3,652	5,688	6,826	8,334
Capital work In progress	450	513	513	513	513
Investments	0	0	1,500	2,000	3,000
Inventories	35	53	73	93	113
Sundry debtors	4,034	4,826	5,286	6,082	7,489
Cash and bank balances	76	328	837	1,681	2,232
Loans and advances	621	665	765	865	965
Total current assets	4,766	5,871	6,961	8,720	10,798
Sundry creditors and others	609	821	1,026	1,247	1,602
Advance from member facilities	4,825	6,410	8,247	10,378	13,115
Provisions	171	306	306	306	306
Total current liabilities & provisions	5,604	7,536	9,578	11,931	15,023
Net current assets	(838)	(1,665)	(2,617)	(3,210)	(4,224)
Uses of funds	1,867	2,500	5,084	6,128	7,622
Book value per share (BV) (INR)	<b>1,867</b> 18	<b>2,500</b> 25	<b>5,084</b> 54	<b>6,128</b> 66	<b>7,622</b>
Book value per share (BV) (INR)				-	84
Book value per share (BV) (INR)  Free cash flow	18	25	54	66	84 (INR mn)
Book value per share (BV) (INR)  Free cash flow  Year to March	18 FY08	25 FY09	54 FY10E	66 FY11E	(INR mn) FY12E
Book value per share (BV) (INR)  Free cash flow  Year to March  Net profit	18 FY08 840	25 FY09 798	54 FY10E 1,209	66 FY11E 1,574	84 (INR mn) FY12E 2,071
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation	18 FY08 840 113	25 FY09 798 168	54 FY10E 1,209 264	66 FY11E	(INR mn) FY12E 2,071 406
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax	FY08 840 113 34	25 FY09 798 168 59	54 FY10E 1,209 264	66 FY11E 1,574 326	(INR mn) FY12E 2,071 406 (1)
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others	FY08 840 113 34 (219)	25 FY09 798 168 59 (368)	54 FY10E 1,209 264 - 62	66 FY11E 1,574 326 - 62	(INR mn) FY12E 2,071 406 (1) 63
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow	FY08 840 113 34 (219) 769	FY09 798 168 59 (368) 657	FY10E 1,209 264 - 62 1,535	66 FY11E 1,574 326 - 62 1,961	(INR mn) FY12E 2,071 406 (1) 63 2,539
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital	FY08 840 113 34 (219) 769 303	FY09 798 168 59 (368) 657 (926)	FY10E 1,209 264 - 62 1,535 (1,462)	66  FY11E 1,574 326 - 62 1,961 (1,437)	(INR mn) FY12E 2,071 406 (1) 63 2,539 (1,565)
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital Operating cash flow	FY08 840 113 34 (219) 769 303 466	FY09 798 168 59 (368) 657 (926) 1,584	FY10E 1,209 264 - 62 1,535 (1,462) 2,996	66  FY11E 1,574 326 - 62 1,961 (1,437) 3,398	(INR mn) FY12E 2,071 406 (1) 63 2,539 (1,565) 4,104
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital Operating cash flow Less: Capex	FY08 840 113 34 (219) 769 303 466 (732)	FY09 798 168 59 (368) 657 (926) 1,584 (1,633)	54  FY10E 1,209 264 - 62 1,535 (1,462) 2,996 (2,300)	66  FY11E 1,574 326 - 62 1,961 (1,437) 3,398 (1,550)	(INR mn) FY12E 2,071 406 (1) 63 2,539 (1,565) 4,104 (2,000)
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Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital Operating cash flow Less: Capex Free cash flow  Cash flow metrics	FY08 840 113 34 (219) 769 303 466 (732) (266)	FY09 798 168 59 (368) 657 (926) 1,584 (1,633) (50)	FY10E 1,209 264 - 62 1,535 (1,462) 2,996 (2,300) <b>696</b>	66  FY11E 1,574 326 - 62 1,961 (1,437) 3,398 (1,550) 1,848	84  (INR mn)  FY12E 2,071 406 (1) 63 2,539 (1,565) 4,104 (2,000) 2,104
Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital Operating cash flow Less: Capex Free cash flow  Cash flow metrics Year to March	FY08 840 113 34 (219) 769 303 466 (732) (266)	FY09 798 168 59 (368) 657 (926) 1,584 (1,633) (50)	FY10E 1,209 264 - 62 1,535 (1,462) 2,996 (2,300) 696	66  FY11E 1,574 326 - 62 1,961 (1,437) 3,398 (1,550) 1,848  FY11E	84  (INR mn)  FY12E 2,071 406 (1) 63 2,539 (1,565) 4,104 (2,000) 2,104
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Book value per share (BV) (INR)  Free cash flow Year to March Net profit Depreciation Deferred tax Others Gross cash flow Less: Changes in working capital Operating cash flow Less: Capex Free cash flow  Cash flow metrics Year to March Operating cash flow Financing cash flow	FY08 840 113 34 (219) 769 303 466 (732) (266)  FY08 466 9	FY09 798 168 59 (368) 657 (926) 1,584 (1,633) (50)  FY09 1,584 (183)	FY10E 1,209 264 - 62 1,535 (1,462) 2,996 (2,300) 696  FY10E 2,996 1,300	66  FY11E 1,574 326 - 62 1,961 (1,437) 3,398 (1,550) 1,848  FY11E 3,398 (518)	(INR mn) FY12E 2,071 406 (1) 63 2,539 (1,565) 4,104 (2,000) 2,104  FY12E 4,104 (566)
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Year to March	FY08	FY09	FY10E	FY11E	FY12E
ROAE (%)	76.9	47.1	37.2	31.1	32.7
ROACE (%)	94.0	62.0	60.3	60.3	69.1
Inventory (days)	4	5	6	7	7
Debtors (days)	301	366	320	292	271
Payable (days)	79	90	92	93	91
Cash conversion cycle	226	281	235	206	186
Current ratio	0.9	0.8	0.7	0.7	0.7
Debt/EBITDA	0.1	0.2	0.1	0.1	0.1
Interest cover (x)	40.3	19.3	29.7	37.6	49.0
Fixed assets turnover (x)	1.8	1.5	1.2	1.1	1.2
Total asset turnover (x)	2.6	2.0	1.5	1.3	1.3
Equity turnover(x)	3.5	2.6	1.8	1.4	1.4
Debt/Equity (x)	0.1	0.1	0.1	0.0	0.0
Adjusted debt/Equity	0.1	0.1	0.1	0.0	0.0

# Du pont analysis

Year to March	FY08	FY09	FY10E	FY11E	FY12E
NP margin (%)	22.3	18.0	21.0	22.2	22.6
Total assets turnover	2.6	2.0	1.5	1.3	1.3
Leverage multiplier	1.3	1.3	1.2	1.1	1.1
ROAE (%)	76.9	47.1	37.2	31.1	32.7

# Valuation parameters

Year to March	FY08	FY09	FY10E	FY11E	FY12E
Diluted EPS (INR)	10.7	10.2	14.4	18.7	24.6
Y-o-Y growth (%)	97.6	(5.0)	40.9	30.1	31.6
CEPS (INR)	12.6	13.1	17.5	22.6	29.4
Diluted P/E (x)	46.6	49.1	34.8	26.8	20.3
Price/BV(x)	27.4	20.0	9.3	7.5	5.9
EV/Sales (x)	10.4	8.8	6.9	5.4	4.1
EV/EBITDA (x)	27.2	25.7	19.1	14.6	10.8
Dividend yield (%)	0.4	0.6	0.8	0.9	1.0



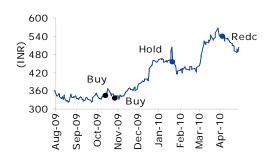
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#### Coverage group(s) of stocks by primary analyst(s): Miscellaneous

Elecon Engineering, Lakshmi Energy & Foods, Opto Circuits, Mahindra Holidays & Resorts India, Page Industries, Shree Renuka Sugar, TIL and TRF

#### Mahindra Holidays & Resorts India



#### **Distribution of Ratings / Market Cap**

#### **Edelweiss Research Coverage Universe**

		Buy	Hold	Reduce	Total
Rating Distribution*  * 3 stocks under rev		101	56	9	169
>	50bn	Between	n 10bn an	d 50 bn	< 10bn
Market Cap (INR)	103		53		13

#### **Recent Research**

Date	Company	Title	Price (INR)	Recos
29-Apr-10 <b>Re</b>	Shree nuka Sugars	Sector concerns priced in; Result Upo	61 date	Buy
22-Apr-10 <b>T</b> 6	Sterlite echnologies	Strong telecom marg drives PAT; Event Update	gin 95	Buy
01-Apr-10	Escorts	Upgrade in credit Rating; <i>Event Updat</i>	167 e	Buy
05-Feb-10	TRF	Strong Quarter; Result Update	752	Buy

#### **Rating Interpretation**

Rating	Expected to
Buy	appreciate more than 15% over a 12-month period
Hold	depreciate up to 15% over a 12-month period
Reduce	depreciate more than 5% over a 12-month period

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