PRIVATE CLIENT GROUP | kotak Securities

Dated: 26 Nov 2025

MAHINDRA HOLIDAYS & RESORTS INDIA LTD (MHRIL) - BUY

Company Update

Current Market Price (CMP)	Fair Value (FV)
Rs.318	**Rs.422**

Rationale:

- MHRIL articulated a vision to become the country's No. 1 leisure hospitality player.
- Plans to evolve from a dominant timeshare operator into India's most diversified leisure hospitality company.
- Strengthening its core vacation ownership (VO) business and creating a new luxury hospitality vertical through the introduction of "Mahindra Signature Resorts.
- Targeting 3x keys, 3x revenue, and 4x PAT by the end of this decade.
- We maintain BUY with revised SoTP based Fair value of Rs422 (Rs425).

Positives:

- MHRIL is transforming brand image by rebranding of Club Mahindra as Club M.
- Company is also revamping its products offering with launch of Keystone.
- Embarking on its largest-ever resort transformation exercise.
- Continued with its goal to achieve 10k keys by FY30 from current 5742keys.
- Building a new luxury hospitality brand for families 'Mahindra Signature Resorts' and planned to reach 2k keys by FY30.
- The new strategic move is expected to provide scale of operations.

Negatives:

- The new initiative will take time to reflect in meaningful contribution.
- Slowdown in consumer discretionary, geopolitical tensions and any change in accounting standards are key risks.

(SoTP: sum of the parts, k: thousand)

Holding Period: 12 months

Rating Scale (Private Client Group)

Definitions of ratings

BUY	–	We expect the stock to deliver more than 15% returns over the next 12 months
ADD	–	We expect the stock to deliver 5% - 15% returns over the next 12 months
REDUCE	–	We expect the stock to deliver -5% - +5% returns over the next 12 months
SELL	–	We expect the stock to deliver < -5% returns over the next 12 months
NR	–	**Not Rated.** Kotak Securities is not assigning any rating or price target to the stock. The report has been prepared for information purposes only.
SUBSCRIBE	–	We advise investor to subscribe to the IPO.
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NA	–	**Not Available or Not Applicable.** The information is not available for display or is not applicable
NM	–	**Not Meaningful.** The information is not meaningful and is therefore excluded.
NOTE	–	Our target prices are with a 12-month perspective. Returns stated in the rating scale are our internal benchmark.

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