

By 2013, the Indian hotel room market for 10 major cities is estimated to grow from ₹74 billion to ₹119 billion translating to a 17% CAGR.

Supply expected to grow at a CAGR of 15% will surpass the growth in demand, which is estimated to grow at a CAGR of 10.3% during 2010-13.

Across upscale, midscale and economy category of hotels, a total of 24211, 8709 and 3057 additional rooms are expected to become operational by 2013.

We foresee Mumbai, followed by Goa, to be the most attractive hospitality markets in India for the next three years.

Despite a similar quantum of room demand in Mumbai and the NCR in 2013, the size of Mumbai market, at ₹42 billion, will be substantially greater than the NCR market size of ₹28 billion.

This is not an annual report about tangibles: revenue, networth, return on capital employed and the other attractive financials.

This report is about the intangibles: increasing optimism in the domestic hospitality industry and the Country Club experience!

Beautiful properties. Superior amenities. Warm reception. Colourful events.

Two words to describe it all:

customer delight!

Translating into increasing members,
increasing revenues and increasing
locations.

Country Club
is going places!

Our vision

To be world leaders in family clubbing in today's disintegrating society and create a cohesive force in relationship between man and woman; man and nature and man and his environs embedded in current realities and inherit by legacy to the generation next.

Our mission

To deliver experiences that nurture relationships and contribute to a wholesome wellness lifestyles in a stress free, eco-friendly environment to member community with a win-win situation for all involved in furthering the cause of such ecosystems.



going places



Who we are

- Went into business (1989) with the objective to make clubbing accessible and affordable.
- Service-driven organisation of 3500 people.
- Presence of owned and franchised properties across potent geographies.
- Spread across 53 properties (33 owned, 17 associated properties and 3 leased).
- Reinforced by 220-plus Indian and global affiliations (via Country Vacations) and 3900 resorts (via RCI affiliation).
- Multi-location organisation headquartered in Hyderabad (India).
- Industry leader, attractively profit-making and listed on the BSE and MSE.



What we are proud of

- The country's biggest chain of family clubs (recognized by the *Limca Book of World Records*).
- Over 200,000 members comprising 650 corporate clients (Microsoft, Satyam Computers, Global Trust Bank, Brooke Bond Lipton (India) Ltd, CMC Ltd and Dr. Reddy's Laboratories Ltd, among others).
- Strategic zero-interest monthly installment alliances with ICICI Bank, Citibank, Standard Chartered, ICICI Lombard and Birla Sunlife Insurance for interested members.
- Enlistment of Pooja Bedi and Hanif Hilal as brand ambassadors.

What we offer

- Concept hospitality facilities across various Indian locations.
- State-of-the-art health club, multi-cuisine restaurants, business centre, swimming pool and other recreational facilities.
- A comprehensive range of membership products.
- Combination of entertainment with recreation and leisure.
- Unique transferability of membership from one city to another.

Where we are located

■ Ahmedabad ■ Bangalore ■ Bandipur ■ Baroda ■ Chennai ■ Cochin ■ Delhi
■ Goa ■ Hyderabad ■ Hubli ■ Indore ■ Jaipur ■ Kovalam ■ Kolkata
■ Kodaikanal ■ Lucknow ■ Mangalore ■ Mysore ■ Mumbai ■ Pune ■ Surat and Vizag.

Internationally present in: ■ Dubai ■ Kandy (Sri Lanka) ■ Bangkok, among others.



Thematic destinations:

- **Country Club Bandipur:** Wildlife destination in Karnataka offering guided tours of the jungle
- **Country Club International:** First five-star standard club in Sarjapur (Bangalore) offering a 24-hour gym and 'Moksh' spa.
- **Country Club de Goa:** One-stop water sports club along the Anjuna Beach, Goa.
- **Country Club Kovalam:** First-ever floating spa in Kerala.
- **Country Club Golf Village:** Exclusive club across five destinations (two in Bangalore, one in Mumbai, Chennai and Hyderabad).
- **Country Club Mango Grove:** Located in Bangalore.
- **Country Club Coconut Grove:** First major 100% eco-friendly leisure infrastructure project.



Ahmedabad,
Bangalore,
Bandipur,
Baroda,
Chennai,
Cochin,
Delhi, Dubai,
Goa,
Hyderabad,
Hubli, Indore
Jaipur,
Kovalam,
Kolkata,
Kodaikanal,
Lucknow,
Mangalore,
Mysore,
Mumbai,
Pune, Surat,
and Vizag,
Kandy
(Sri Lanka),
Bangkok



milestones

1989

CCIL started its first club in Begumpet, Hyderabad

1995

Completed Hotel Amrutha Castle in Hyderabad

1997

Expanded into Bangalore (second metro)

2000

Entered into Chennai (third metro)

2001

Came to Mumbai (fourth metro)

2002

Adopted a business strategy to enter into multiple genres of tourism.

2005

Enters wildlife with Country Club Bandipur and first international property and foray into leisure infrastructure properties

2007

- CCIL entered Delhi (fifth metro), Ahmedabad (sixth metro) Pune (seventh metro) and Kolkata (eighth metro)

- CCIL launched city Clubs through CK 27 model

- CCIL launched its medical tourism venture through Country Spa

2008

Completed GDR issue/QIP issue

2009

Foray into the Middle East with an international property in Dubai (Bur Dubai)

2010

Entered into the consolidation phase with the acquisition of 3 subsidiaries



From the management's desk

Tourism and hospitality being the largest service sector in the country, contributes around 6.23% to the national GDP and 8.78% of the total employment in the country. The country welcomes around 6 million international visitors every year and nearly 562 million domestic tourists.

Tourism is a significant sector of the Indian economy and contributes significantly to the country's gross domestic product (GDP) and foreign exchange earnings (FEE). The Indian tourism sector is also linked with important sectors such as transportation, infrastructure, and handicraft, which further helps in the growth and development of the country.

The Ministry of Tourism has made various efforts to expand the tourism infrastructure at various destinations in India. These efforts are a judicious blend of traditions, legacy, religion and eco-tourism projects that intend to offer the tourists a holistic experience. India currently holds the 12th position in Asia and 68th position in the list of overall in the list of the world's most attractive tourist destinations, as per the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum (WEF).

The increasing numbers of both domestic as well as international tourists have been very encouraging for the Indian travel and hospitality sector which has nearly doubled during the last three years. The tourism and hospitality industry experienced a healthy growth trend of 24.6% during 2009-10 as compared to 2008-09. The total number of foreign tourists in the country in 2010 was 5.58 million as compared to 5.17 million in 2009, registering a rise of 8.1%, according to the Market Research Division of the Ministry of Tourism.

Growth trends

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The Union Ministry of Tourism compiles a monthly estimate on the foreign tourist arrivals (FTAs) and foreign exchange earnings (FEE) based on the total number of foreign visitors in the country. The important trends in the sector for June 2011 based on the report by the Ministry of Tourism are as follows:

- The total number of tourists visiting the country during June 2011 were 0.39 million as compared to 0.37 million during June 2010 and 0.352 million in June 2009.
- A growth of 7.2% has been registered during June 2011 as compared to 4.9% growth in June 2010. Also, the 7.2% growth rate in June 2011 was higher than the observed growth rate of 7.0% in May 2011.
- FTAs during the period January-June 2011 were 2.91 million with a growth of 10.9% as compared to the FTAs of 2.63 million with a growth of 8.9% during January-June 2010 over the corresponding period of 2009.
- FEE during the month of June 2011 were US\$ 1,213 million as compared to FEE of US\$ 1,020 million during the month of June 2010 and US\$ 796 million in June 2009.
- The growth rate in FEE in June 2011 over June 2010 was 18.9% as compared to the growth of 28.1% in June 2010 over June 2009. FEE from tourism during January-June 2011 were US\$ 7,811 million with a growth of 14.2%, as compared to US\$ 6,842 million, with a growth of 36.6% during January-June 2010, over the corresponding period of 2009.

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From the management's desk

Government initiatives

The Government has allowed 100% foreign investment under the automatic route in the hotel and tourism related industry, according to the Consolidated FDI Policy, released by DIPP, Ministry of Commerce and Industry, Government of India. The terms hotel includes restaurants, beach resorts and other tourism complexes providing accommodation and /or catering and food facilities to tourists.

The term tourism related industry includes:

- Travel agencies, tour operating agencies and tourist transport operating agencies
- Units providing facilities for cultural, adventure and wildlife experience to tourists
- Surface, air and water transport facilities for tourists
- Convention/seminar units and organisations

The Government of India has announced a scheme of granting Tourist Visa on Arrival (T-VoA) for the citizens of Finland, Japan, Luxembourg, New Zealand and Singapore. The scheme is valid for citizens of the above mentioned countries planning to visit India on single entry strictly for the purpose of tourism and for a short period of upto a maximum of 30 days.

The government has taken up a number of initiatives to enhance the tourism and hospitality sector performance and profits. Identification and development of 37 destinations within the last

two years, and execution of 600 projects for 300 tourist spots across the country with an investment of over US\$24 million are some projects taken by the Government to boost the travel industry and create awareness for the sector. These efforts have been coupled with monetary assistance from the Central government to the tune of US\$ 5 million and US\$ 10 million, as per the Tourism report by the Gujarat Government.

The Ministry of Tourism under the Marketing Development Assistance (MDA) Scheme has also set up committees to assist and motivate travel tour operators and help them to familiarise with international standards of hospitality. Also, the Government provides financial assistance to travel agents to participate in travel marts and annual conventions for travel and tourism, as per the Annual report by the Ministry of Tourism.

The Uttarakhand State Government has launched 100% tax exemption program to exempt multiplex projects, amusement parks, and other tourist facilities for a period of five years under the Vision 2020 document. On the same lines, Rajasthan has reduced the luxury tax level to 8% from the existing 10% levels. Kerala, Madhya Pradesh, Orissa and Gujarat have entered into Private Public Partnerships (PPP) to promote travel and tourism to attract tourists.

According to the Eleventh Five Year Plan, a total of US\$472 billion is planned to be invested in upgrading and modernising civil amenities like bridges, ropeways, roads, telecom services, ports,



The sector has witnessed a steady growth from four million travelers in 1998 to 11 million in 2008. As expected, the figure is intended to reach a mark of 29 million visitors by 2018.