

THE POWER OF #1

Country Club (India) Limited
Annual Report 2012-13

Forward-looking statement

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management’s plans and assumptions. We have tried wherever possible to identify such statements by using words such as ‘anticipate’, ‘estimate’, ‘expects’, ‘projects’, ‘intends’, ‘plans’, ‘believes’, and words of similar substance in connection with any discussion of future performance.

We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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Why is #1
interesting?



#1 growth rate.

#1 largest member base.

#1 senior personnel
retention rate.

#1 number of properties
owned.

Welcome to
Country Club!
Your one stop shop.



Vision:

To become the global one stop shop for our customers in the leisure space.

Mission:

To deliver unparalleled experiences and contribute in increasing happiness in the world.

company
Many credentials.



About us:

- CCIL was conceived in the year 1989
- A service-driven organization of repute that comprises over 7,000 people
- Hiring employees over 17 nationalities
- Consists of a varied range of owned and franchised properties across geographies
- Range of properties include 53 properties in total (33 owned, 17 associated properties and 3 leased properties)
- Spread across 55 destinations spanning India, Middle East, Bangkok and Sri Lanka
- Enjoys a 220-plus Indian and global affiliations (via Country Vacations) and 3,900 resorts (via RCI affiliation) and also listed on the BSE.

Our pride:

- We are the country's biggest chain of family clubs (recognized by the *Limca Book of World Records*)
- We are a company of 3,50,000 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 collaborations with ICICI Bank, Citibank, Standard Chartered, ICICI Lombard and Birla Sunlife Insurance for interested members.
- The Guinness Book of World Records has recognized CCIL's Earth Hour social responsibility. Thus, we can now call ourselves recognized by the Guinness Book of World Records.

Our offerings:

- State-of-the-art clubbing facilities, innovative family holiday packages and star-studded entertainment events.
- A wide range of member-centric facilities including real-time online Holiday Booking and Payment Gateway, state-of-the-art Club Houses, luxuriously furnished and fully-equipped guest cottages, suites and rooms, multi-cuisine restaurants, lounge & resto-bars, modern gyms with Spa, Massage, Steam and Sauna facilities, floating spa, jungle safari, Ayurvedic and Naturopathy therapies, Yoga facilities, and many more.
- Unique transferability of membership from one city to another.

Our luxurious 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 Spa Country Club Coconut Grove:** First major 100 per cent eco-friendly leisure infrastructure project.



Our geographical presence:

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

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

milestones

1989



CCIL started its first club in Begumpet, Hyderabad

1995



Completed Hotel Amrutha Castle in Hyderabad

1997



Expanded into Bangalore

2000



Entered into Chennai

2001



Came to Mumbai

2002



Adopted a business strategy to enter into multiple genres of tourism

2005



Entered 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

2009



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

2010



Entered into the consolidation phase with the acquisition of 3 subsidiaries

2011



International expansion to other parts of the Middle East

2012



Opened ten fitness centres at Ahmedabad, Chandigarh, Jaipur, Thane, Juhu, Delhi, Nagpur, Kurla and Kolkata(2)

2013



Opened six more fitness centres in the first half of 2013 at Pune, Ghatkopar, Bhandup, Bangalore, Chennai & Vizag

1 something for every



At Country Club, this holds true.

Vacation. Clubbing. Fitness. Events.



Over 220 getaways across the globe (3,900 affiliated resorts). 33 owned clubs in India. 16 gym and spas in India, Middle East, Sri Lanka, London. Over 100 events hosted every year.

Country Club is a one stop solution for all your leisure needs.

the power of

1



At Country Club, this holds true.

The company has been in its consolidation phase over the last few years with myriad benefits.

Increased revenues.

Beneficial alliances.

Increased economies of scale.