

Product Teardown



ClubMahindra

01

About

- Founded: 1996.
- Parent Company: Mahindra Holidays & Resorts India Ltd. (MHRIL).
- Type: Vacation ownership (timeshare).
- Headquarters: Mumbai, India.

02

Size & Market Share

Club Mahindra dominates the Indian vacation ownership market with over 300,000 members as of 2024. In Q1 FY25, the company reported an 8% increase in total income, reaching ₹384 crore.

03

Product Offering

- Vacation Ownership: Club Mahindra offers a points-based membership where members prepay for holidays over 25 years.
- Membership Plans:
 - Standard Membership: Members can book holidays at domestic and international destinations based on availability and points.
 - Bliss: Tailored for senior citizens with more flexible and shorter-term options.
 - Go Zest: Aimed at young professionals who prefer shorter commitments, with 3-year and 5-year plans.
 - RCI Partnership: International access through RCI's global resort network.

04

Segmentation

- Demographics: Families aged 35–55, middle to upper-middle class.
- Geographic: Urban Indian families with access to international resorts.
- Psychographic: Families and seniors valuing consistent, comfortable holidays.

05

Targeting

- Target: Indian families seeking secure, long-term vacations.
- Secondary Target: Senior citizens and young professionals with flexible options through Bliss and Go Zest.

06

Positioning

Club Mahindra positions itself as a premium vacation ownership brand that offers diverse and family-centric holidays. It emphasizes the comfort of pre-planned vacations at exotic and scenic destinations, making vacation planning stress-free and convenient for members.

07 Key Value Proposition

- Family-Focused Vacation Ownership: Club Mahindra provides secure, long-term vacation options for families seeking planned holidays across various destinations.
- Diverse Resort Network: With over 125 resorts in India and international locations through RCI, members enjoy a wide range of holiday experiences.
- Cost-Effective Long-Term Plan: The 25-year membership offers inflation-protected holidays, making it a valuable family investment.
- Memorable Experiences: Club Mahindra enhances holidays with curated activities and cultural events, adding emotional value for families.

08 Business Model

Revenue Streams:

- Membership Fees: Initial 25-year purchase.
- Annual Subscription Fee (ASF): Recurring access fee.
- RCI Affiliation: Revenue from point exchanges for international vacations.
- Onsite Services: Income from dining, activities, and excursions.

Key Elements:

- Asset-Light Model: Long-term leases expand the resort network without ownership.
- Long-Term Commitment: Emphasis on delivering value through upfront membership fees.

COMPETITORS

01

Sterling Holidays:

- Focuses on flexible vacation ownership with shorter-term options (5-25 years).
- Experiential holidays with a wide range of locations.
- Appeals to price-sensitive travelers.

02

Taj Hotels (Indian Hotels Company):

- Targets luxury travelers with pay-per-stay experiences.
- Offers highly personalized and exclusive services.
- Caters to affluent families and business travelers.

03

ITC Hotels:

- Emphasizes sustainability and wellness.
- Known for its eco-conscious luxury and premium services.
- Appeals to high-income, eco-conscious customers.

04

Hilton Grand Vacations:

- Provides global vacation ownership with access to luxury resorts worldwide.
- Focuses on affluent, international travelers seeking consistent high-end experiences.

Problem Statement

The Club Mahindra app faces user experience issues, including unengaging design elements and a lack of immersive features. This teardown will analyse the app's strengths and weaknesses to propose improvements for enhancing user experience, engagement and retention.



Club Mahindra, Coorg



User Persona

01

- Name: Tarun
(The Family-Oriented Traveler)
- Age: 35–50.
- Income: ₹15–25 lakhs annually.
- Travel Frequency: 1–2 vacations per year.
- Pain Points: Prefers planned holidays, wants vacations to be convenient and stress-free.
- Needs: Variety of resorts with activities for all family members, security of having vacations booked in advance.

02

- 
- Name: Pramod
(Senior Citizen)
 - Age: 60+.
 - Income: ₹9–14 lakhs annually.
 - Travel Frequency: 1–2 vacations per year.
 - Pain Points: Prefers quieter, relaxing vacations, concerned with ease of travel and comfort.
 - Needs: Flexible booking options, comfortable resorts with wellness amenities.

03

- 
- Name: Shriya
(Young Professional)
 - Age: 25–35.
 - Income: ₹10–15 lakhs annually.
 - Travel Frequency: 1–2 vacations per year.
 - Pain Points: Prefers shorter vacations, values flexibility.
 - Needs: Affordable, short-term vacation options, flexibility in travel dates.

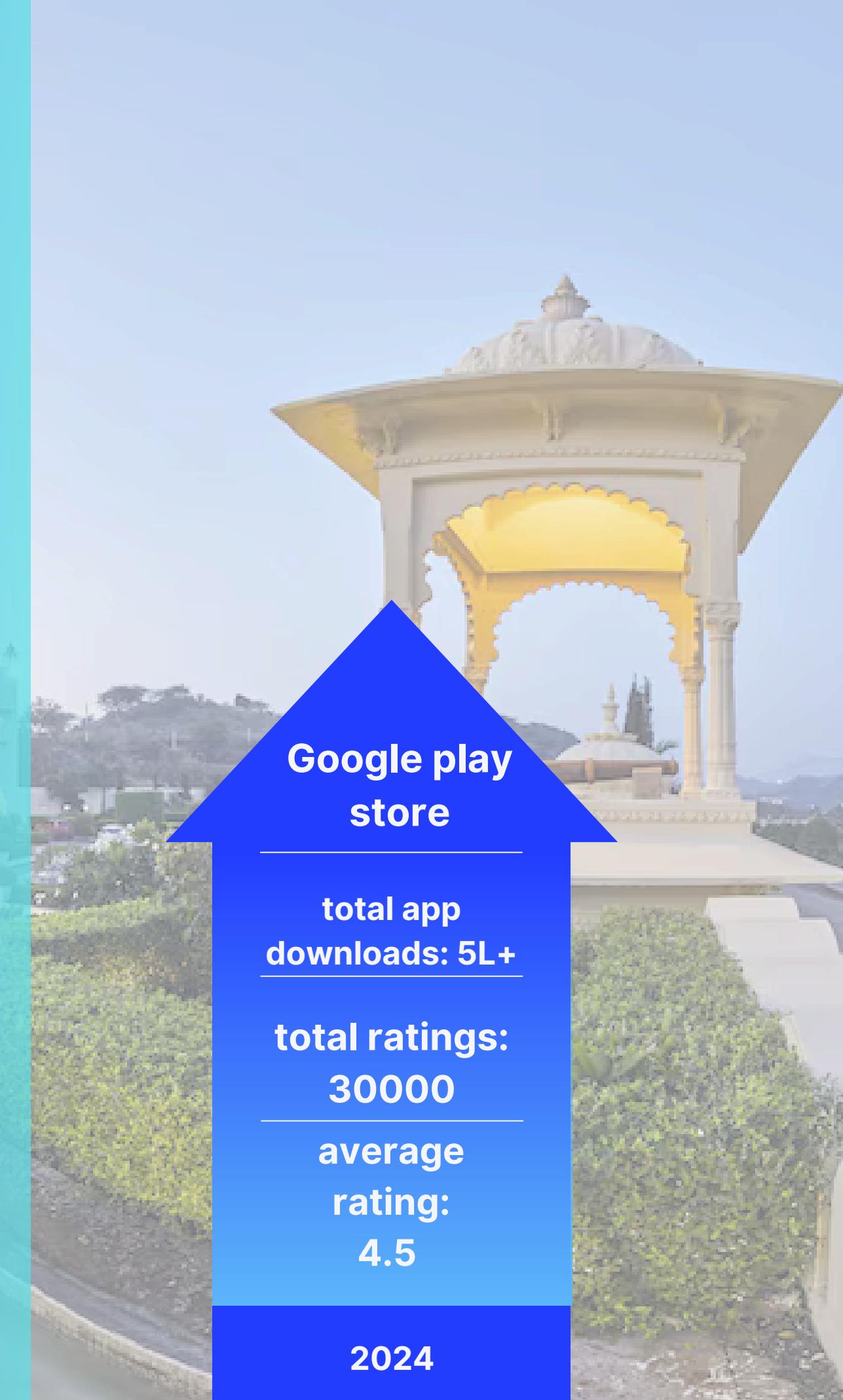
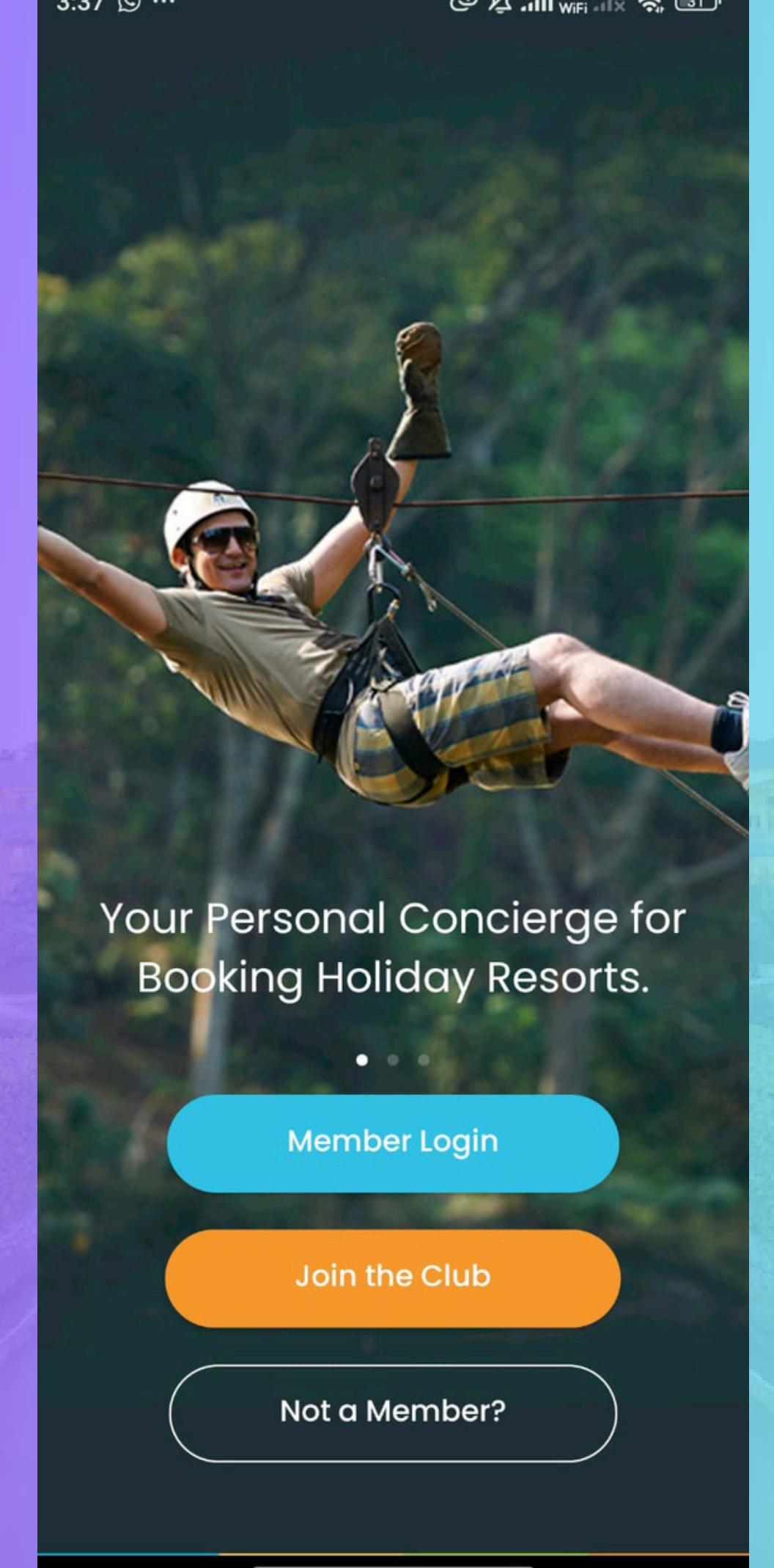
Club Mahindra App

Apple app
store

total ratings:
16000

**average
rating:**
4.6

2024



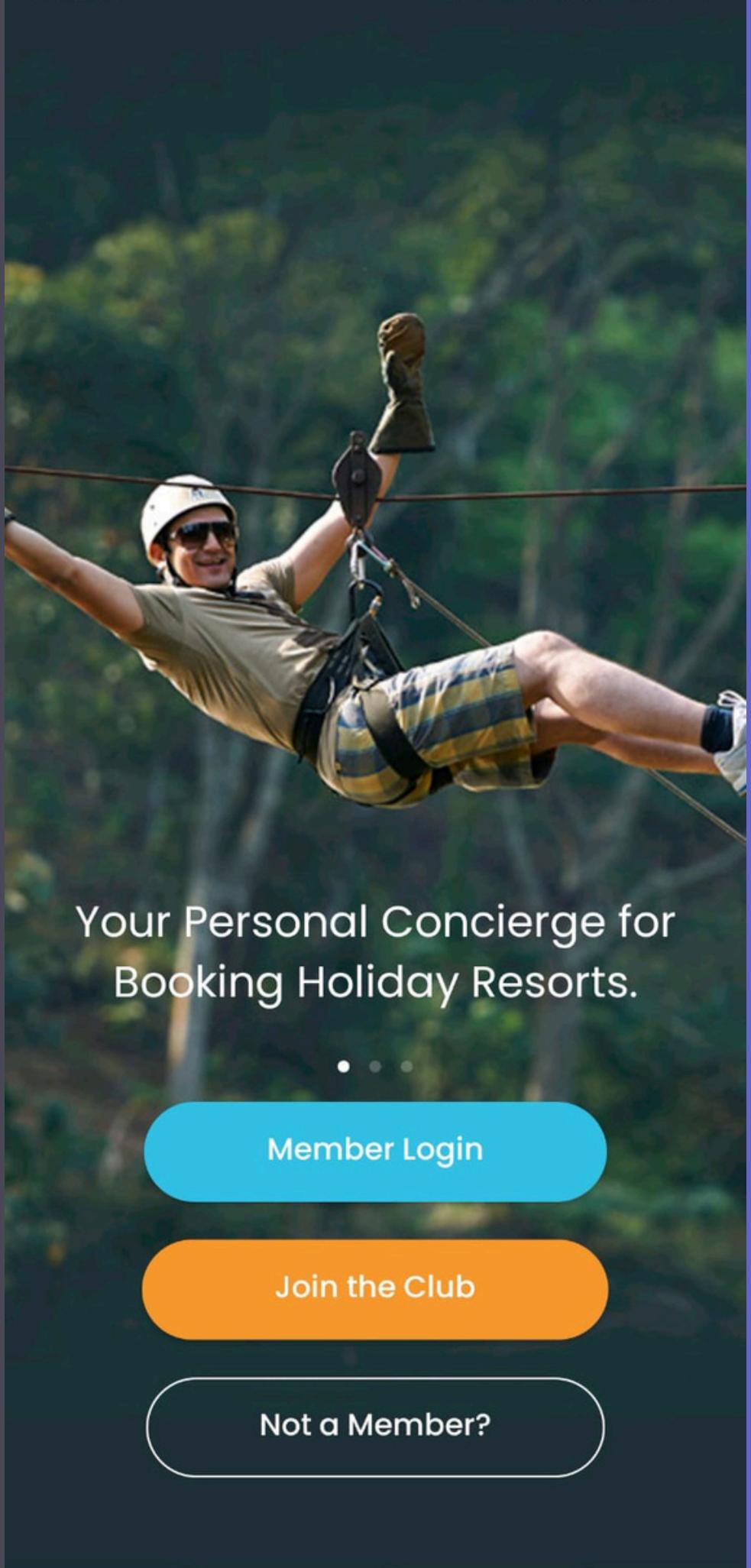
Google play
store

**total app
downloads: 5L+**

total ratings:
30000

**average
rating:**
4.5

2024



01 What Works:

1. The background Pictures is thrilling, Make people believe that they are in for a unique Experience

02 What Doesn't Work:

1. "Join the Club" and "Not A Member?" CTA can be made better like 'Join The Thrill'

2. You can't fully understand a member's journey without being one, but limited experiences as a non-member can help identify opportunities for conversion.

Membership

We Cover India.
You Discover India.
60+ Resorts. 2000+ Experiences.

View Resorts

OVERVIEW BENEFITS OFFERS TESTIMONIALS

Here is what we have to offer:

Access 100+ resorts across India and the world, where a universe of experiences opens up for you. Relax by the beach in Goa. Stay in an igloo in Manali. Watch the Northern Lights put up a spectacular show in Finland. Dine in a tree-house in Munnar. There is so much waiting for you.

Make holidaying a habit: Get guaranteed 7 days of holidays every year for 25 years

Be spoilt for choice: Holiday at any of the 100+ picturesque resorts spread across India and

Join the Club

Membership Voucher Pre Check in Login Get Help

01 What Works:

- 1.Very Minimalist UI.



02 What Doesn't Work:

- 1.The Club Mahindra Slogan along with the pictures of the resorts looks odd.
2. A video can be played to show the thrills.

← Join the club



Submit your details and our team will get back to you shortly

	Name
	Email
	Location
+91 ▾	Mobile Number
	Age Group

I authorize Club Mahindra holidays to call/ email me for membership plan details.

On tapping confirm, you agree to our [Terms & Conditions](#)

Submit

01 What Works:

1. Very Minimal inputs required, less friction for people who want to join the club or want to know more about membership.

02 What Doesn't Work:

1. Info like family member can help Club Mahindra to provide a more personalized phone call experience.

Membership



OVERVIEW **BENEFITS** OFFERS TESTIMONIALS

A holiday that fits all families

With 100+ picturesque resorts spread across India and abroad, Club Mahindra leaves you spoilt for choice. You have the opportunity to explore a new destination every time you holiday with your loved ones. You can choose from a selection of forests, waterfronts, hill stations, beaches, etc. With season and apartment size options you can select a holiday time that is best suited for your entire family.

We make holidaying fun

Bring everyone!

Gift Holidays

Join the Club

01 What Works:

1. Minimized navigation efforts with multiple options available in a single window

02 What Doesn't Work:

1. Too texty, users will not read.
2. Upper Background can be made better

Kandaghat Himachal

14 Best Time Summer Winter
Any Season not available not available

ABOUT **THINGS TO DO** **WAY TO REACH** **STORIES** **REVIEWS**

About Resort

A Club Mahindra Managed Resort Imagine a place hugged by lush green undulating peaks and cotton clouds caressing them as they swim through lazily. That's what staying at Club Mahindra Kandaghat is like. The well manicured lawn rolls out a green carpet for you as you enter Club Mahindra Kandaghat and the stunning gardens that host plenty of birds will sing to you. Evenings are even better when you can watch the sky change from orange to pink to golden yellow into a fiery sunset. What's more, you can enjoy all this from the comfort of your room. At a mere 25 km from Shimla and 96 km from Chandigarh, Club Mahindra Kandaghat is easily accessible by train and road with excellent connectivity. Spread over 14 acres, the resort is surrounded by green lawns and a beautiful blooming garden. Accommodation is in elegantly done-up apartment blocks that open to beautiful views of verdant forests around the property. You will never be bored with the colourful sunsets and walks around the herb garden while enjoying the state-of-the-art facilities at the resort. But in the off chance you want to explore the neighborhood, do not forget to explore the hiking routes and catch a view of the mighty Karol Tibba of the Greater Himalayas. Get in touch with us for more information.

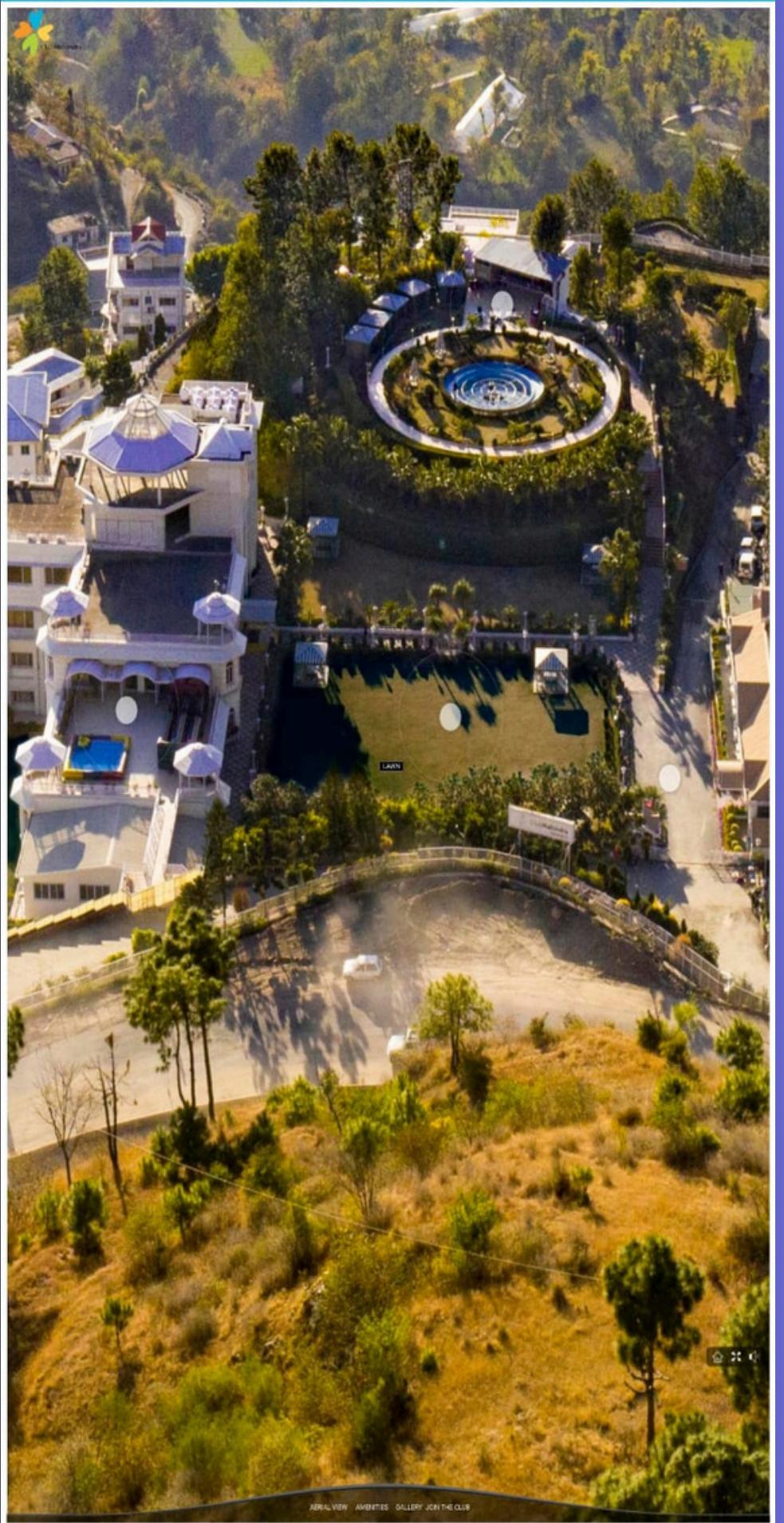
01 What Works:



02 What Doesn't Work:

1. Too texty, users will not read.
2. A video about the resort will help the customer to get better experience insights .

← Kandaghat Himachal



01 What Works:

02 What Doesn't Work:

1. A 3D view or LIDAR view of the resort can help a lot.

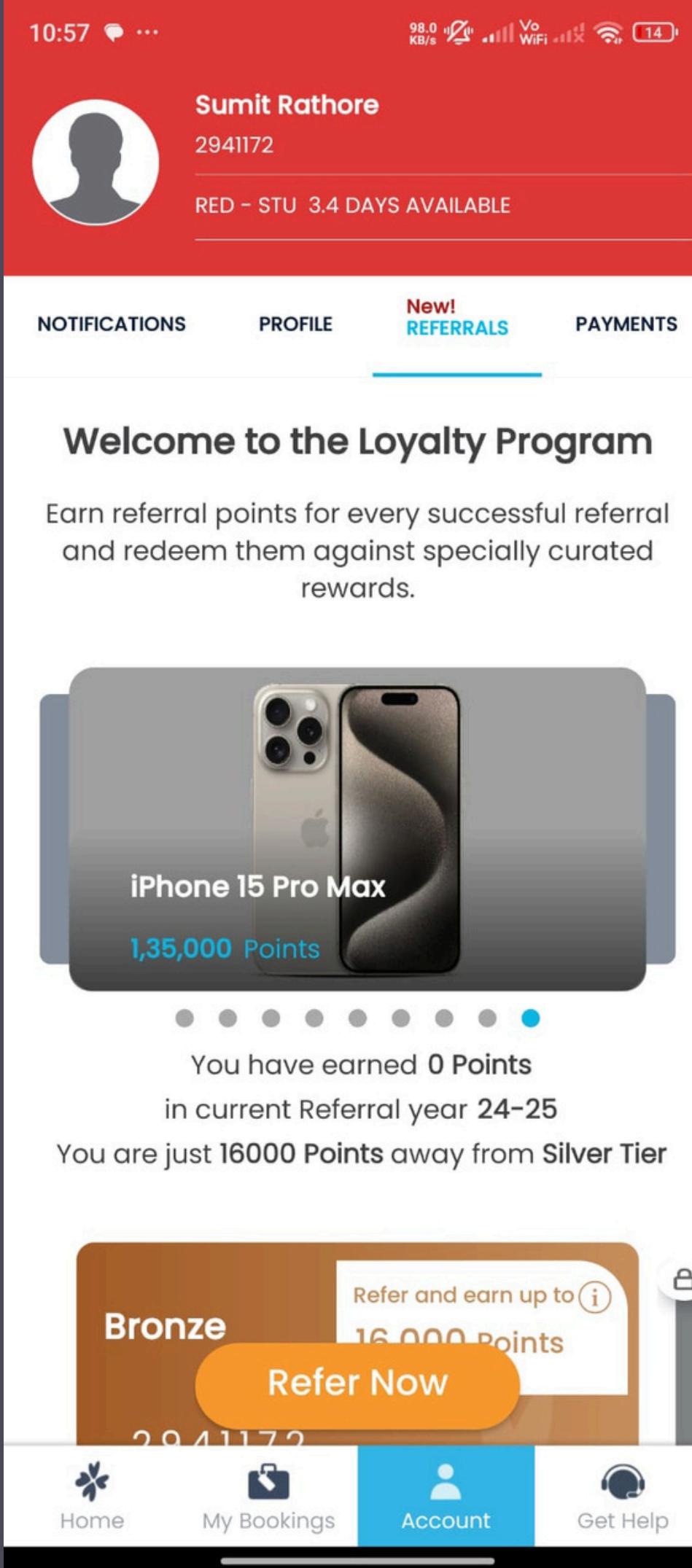


01 What Works:

1. Simple UI with lot of excitement created by experience sharing pics of others.

02 What Doesn't Work:

1. The title text size is too small.

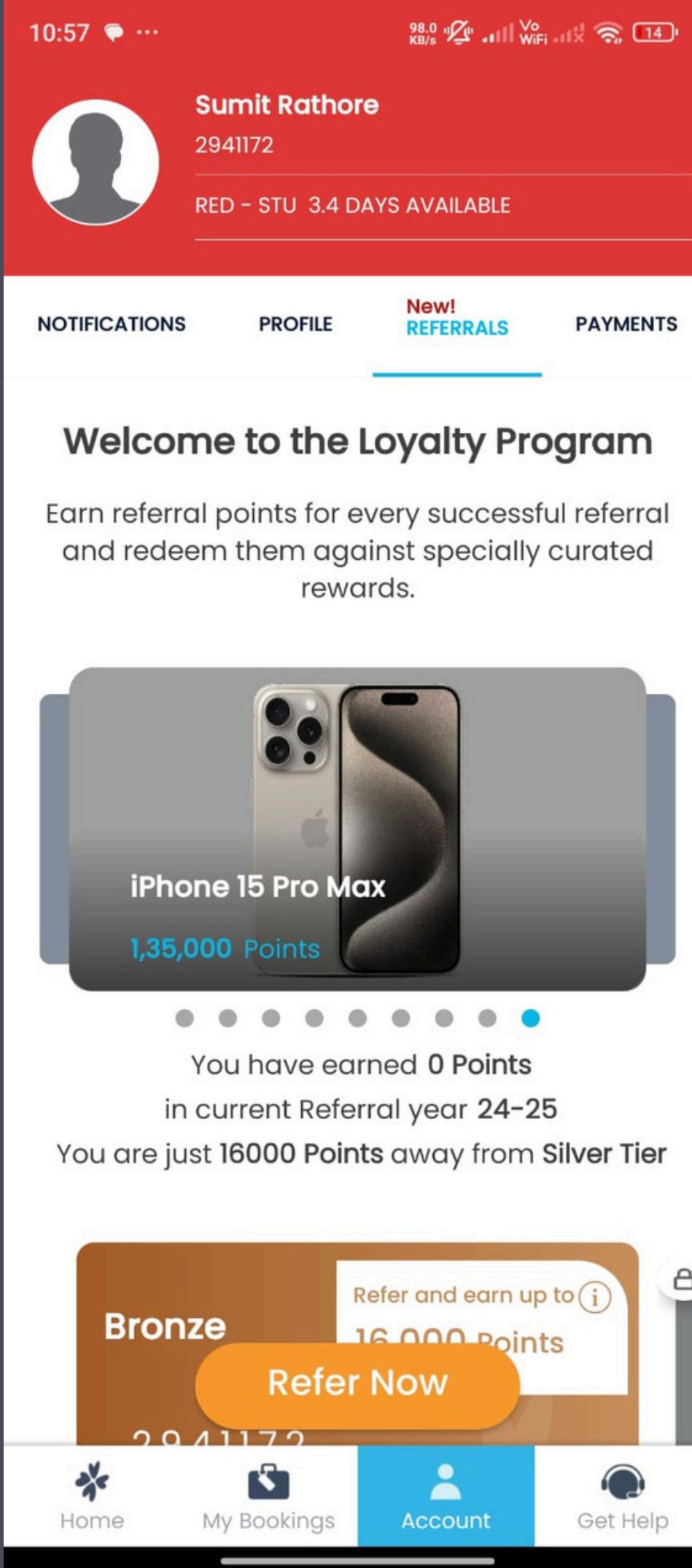


01 What Works:

1. Offers like you can win IPhone can excite members and let them explore the App more

02 What Doesn't Work:

1. Refer Now button is too big.
2. Members should be made feel more special, just mentioning referal perks doesn't ring that bell.



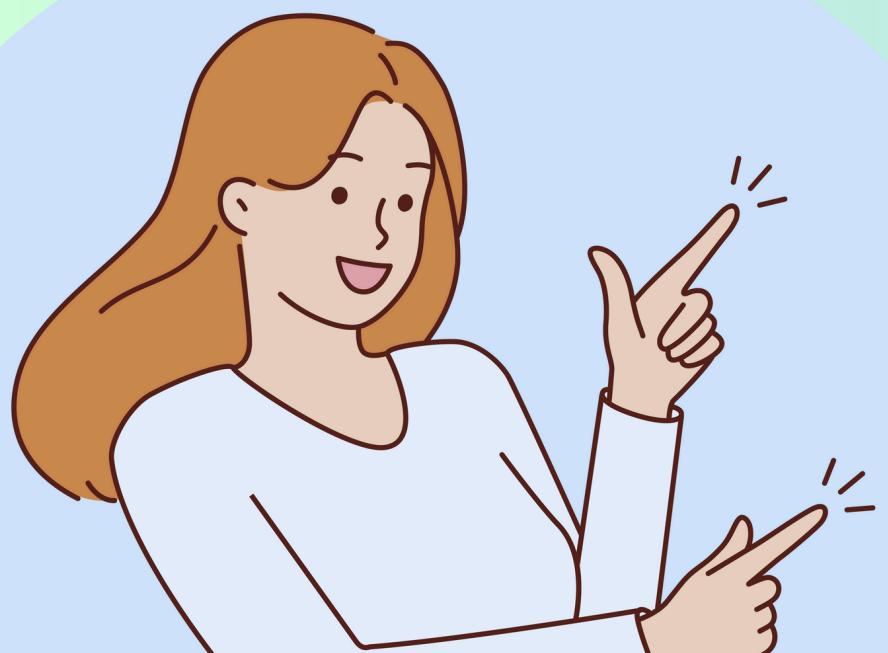
01 What Works:

1. Gist comes in first page which makes the user get important information in first page itself

02 What Doesn't Work:

1. Refer Now button is too big.
2. UI can be made more attractive

Recommendations for Club Mahindra



Enhance Booking Flexibility

- **Short-Term Memberships:** Introduce flexible 5 or 10-year options.
- **On-Demand Booking:** Allow last-minute bookings from cancellations for spontaneous vacations.
- **Off-Peak Incentives:** Offer bonus points or discounts for weekday and off-peak bookings to balance demand.



Expand Rewards

- **Add non-vacation rewards** (dining, retail) to engage members year-round.
- **Use gamification** (badges, challenges) to increase engagement.
- **Incentivize eco-friendly behavior** with green rewards and sustainable packages.



Enhance Digital Experience:



- Use AI for personalized vacation suggestions and proactive booking alerts.
- Improve the app with virtual tours and real-time updates to enhance user experience.

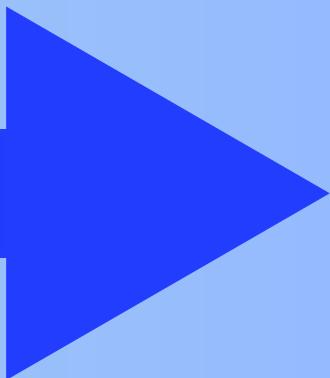
Create a Flex Membership Model



- Introduce a "Flex Membership" that allows members to use points for shorter trips, special events, or weekend getaways, catering to those who prefer flexible, non-traditional vacation options.

Data-Driven Marketing Personalization:

- Utilize data analytics to tailor marketing campaigns based on members' preferences, travel history, and behavior. Target specific segments (families, solo travelers, eco-conscious members) with personalized offers.



Focus on Sustainability



- Develop eco-conscious travel packages and get green certifications to attract environmentally-conscious travelers.

Boost Corporate Partnerships:



- Form partnerships with corporates to offer incentive travel programs
- Collaborate with business travel platforms to target the growing segment of bleisure (business + leisure) travelers.

Leverage Influencer Marketing

- Partner with travel influencers and content creators.
- Encourage members to share their vacation stories and photos, offering rewards for the best content shared on social media.

A blurred photograph of a grand, multi-story building with traditional architectural elements like arched windows and a prominent golden-yellow dome. In the foreground, there's a large, rectangular water feature or fountain. The overall atmosphere is one of luxury and tranquility.

Thank you!