

September 14, 2015

The Manager DCS - CRD BSE Limited Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <u>BSE Scrip Code: 539056</u>	The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot no.C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <u>NSE Scrip Symbol: ADLABS</u>
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Dear Sirs,

Sub: MEDIA RELEASE

We enclose herewith the media release dated September 14, 2015 being issued by the Company which is self explanatory.

This may also be treated as intimation pursuant to clause 36 of the Listing Agreement.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,
For **Adlabs Entertainment Limited**



Kapil Bagla
Director
(DIN: 00387814)

PRESS RELEASE

ACCORHOTELS LAUNCHES NOVOTEL IMAGICA KHOPOLI

INDIA'S FIRST INTEGRATED HOTEL AND RESORT DEBUTS IN THE PREMIER THEME PARKS OF ADLABS IMAGICA AND AQUAMAGICA

Mumbai, 14th September, 2015 : AccorHotels, will open India's first integrated hotel and resort property, **Novotel Imagica Khopoli** on 16th September 2015. Surrounded by the lush greenery of Sahyadri Hills, the hotel is located within close proximity to India's premier theme parks of Adlabs Imagica and Aquamagica, making it ideal for family holidays and for those seeking to relax and rejuvenate away from the bustling city life. Owned by the Adlabs Group and managed by AccorHotels, the hotel is easily accessible via the Mumbai Pune Expressway.

"We are delighted to be associated with the Novotel brand in India, and are confident that the first theme park property under AccorHotels will prove to be the preferred choice for families and holiday makers. Guests can re-live their childhood memories and treat their children to numerous marquee characters around the hotel," said Ms. Pooja Shetty Deora of Adlabs Imagica.

In its opening phase, the hotel features 116 well-appointed rooms which overlook the park, pool and the lush Sahyadri hills. The hotel plans to add another 171 rooms and suites later this year comprising of a well-designed room for specially-abled guests. The hotel will have an inventory of 287 rooms by 2016 1st quarter. There are also 20 interconnected rooms on each floor catering to larger family groups. The guest rooms are adorned with modern lithograph artworks and large balconies overlooking the scenic hills. To ensure a good night's sleep, the hotel's custom made quality bedding and complimentary pillow menu give guests an option to choose their preferred pillow type. A choice selection can be made from poly-fill, soft, hard, feather to contour.

Novotel Imagica Khopoli features one of the largest meeting spaces in the Lonavala area with a pillar-less ballroom that can accommodate around 460 guests. The ballroom has a provision for breakout which can be used for smaller meetings. Its 1600 square meter landscaped trellised garden area and air-conditioned marquee is perfect for couples seeking to tie the knot in an open and romantic setting.

"The opening of Novotel Imagica Khopoli strengthens our position in the Indian market in line with the brand's growth strategy. The launch follows the growing trend of integrated hotels with theme parks, along with the brand's quality assurance and service standards. Novotel is the world's most recognized midscale under AccorHotels for business and leisure travellers, with hotels located in the heart of major international cities, business districts and tourist destinations." said Mr. Jean-Michel Cassé, Senior Vice President Operations, AccorHotels India.

The hotel is home to four restaurants and a bar that offer a delectable selection of cuisines. The Square, is the hotel's signature all day dining restaurant, featuring a buffet selection of Indian and international favourites and freshly prepared dishes at its live cooking stations as well as exciting a-la-carte options including North Indian, South Indian and local specialties. Tubby's Bistro, is a bistro-style pastry shop, inspired by the character Tubby from the theme park, features a wide array of fresh pastries, cakes and local delicacies.

Nitro Bar draws its name from the Nitro ride at the Adlabs Imagica Park, serves a selection of signature dishes like the *Bhutjolokia* chicken screamers, chicken with Tzatziki and Pita, *Kokum Murgh tikka*, Lippy woopy Prawns,

Humpty's chicken parcel and *Thai Kuthu Parathas* or enjoy a selection of refreshing cocktails like Tangy Tranquilo, The Curried Treasure, or Bouquet Kaffir made with quirky ingredients.

To wind down after a long day, simply chill at Flotz, the hotel's poolside bar with a selection of snacks and drinks. "Novotel Imagica Khopoli, offers a range of dining and recreational facilities for families looking for a fun filled holiday. This includes daily activity programs for kids such as pottery sessions, arts and craft to swimming lessons for adults." Mr. Srinivas Srirangam, General Manager, Novotel Imagica Khopoli said.

Novotel Imagica Khopoli is also one of the participating hotels for Le Club Accorhotels, the Group's multi-brand loyalty program which gives opportunity for loyalty members to perks such as welcome drinks, room upgrades priority check-ins and late check-outs. In addition to these privileges, the program also provides members with attractive rates through private sales reserved exclusively for them, which include offers of up to 40% off hotel stays on select days.

Novotel Imagica Khopoli Opening Offer

To celebrate its opening, Novotel Imagica Khopoli is offering one Superior room night stay with breakfast for 2 and theme park entry to Adlabs Imagica and Aquamagica park at INR 10,500 on weekdays and INR 13,300 on weekends.

About Novotel

Novotel is the midscale hotel brand of AccorHotels, the world's leading hotel operator, present in 92 countries with nearly 3,600 hotels and 170,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, AccorHotels' sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 14001. Novotel offers more than 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at: www.novotel.com

AccorHotels in India

In India, AccorHotels operates a network of 7 distinctive brands underpinned by operational excellence, while embracing its European heritage. With 31 hotels across key destinations in the country, AccorHotels is uniquely placed as the only international hotel group with brands that pan across all segments from luxury to budget.

As the leader in operating hotels and convention centres, AccorHotels currently manages the Hyderabad International Convention Centre, Lavasa International Convention Centre, the Jaipur Exhibition & Convention Centre (JECC) and Novotel Visakhapatnam Varun Beach, the largest all-seafacing convention centre on the East Coast of India supporting the growing MICE market segment.