

January 28, 2016

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.: Analyst presentation on Q3 FY16 Results

Pursuant to the relevant provisions of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we enclose herewith analyst presentation on financial results of the Company for the quarter and nine months ended December 31, 2015 and the same is also uploaded on Company's website.

You are requested to take the same on records.

Thanking you,

Yours faithfully,
For Adlabs Entertainment Limited



Madhulika Rawat
Company Secretary & Compliance Officer
(Membership No. A21728)

Encl: As above

Adlabs Entertainment Ltd.

Result Update – Q3 FY 16



Safe Harbour



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This presentation contains certain forward looking statements concerning the Company's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.

Adlabs – First and Only Global Scale Theme Destination in India

Theme Park – Adlabs Imagica



- No. of people visited since opening – **over 3 mn**
- Footfalls growth for 9mFY16 – **62% (Y-o-Y)**
- 9m FY16 Revenues / EBITDA (INR mn) – **1,954 / 333**
- Digital sales as percentage of overall ticket sales – **26%**
- Agent Network – **4,800+ (up ~5x since December 2014)**
- **116** rooms of Novotel Imagica opened to guest on **16th September 2015**
- Awarded India's best Theme Park in India's most trusted Brand Awards – **2015**
- Tripadvisor's Traveler's choice awards – **2015**
- No. of Rides: indoor/outdoor mix – **39 rides (10 Indoor)**
- Capacity: breakup by park – **15,000** visitors per day at Imagica and **5,000** visitors per day at Aquamagica
- Highest single day footfall – **17,250**
- Imagica No. of Facebook likes – **920k**
- No. of Youtube views – **3.6mn**

Water Park – Aquamagica



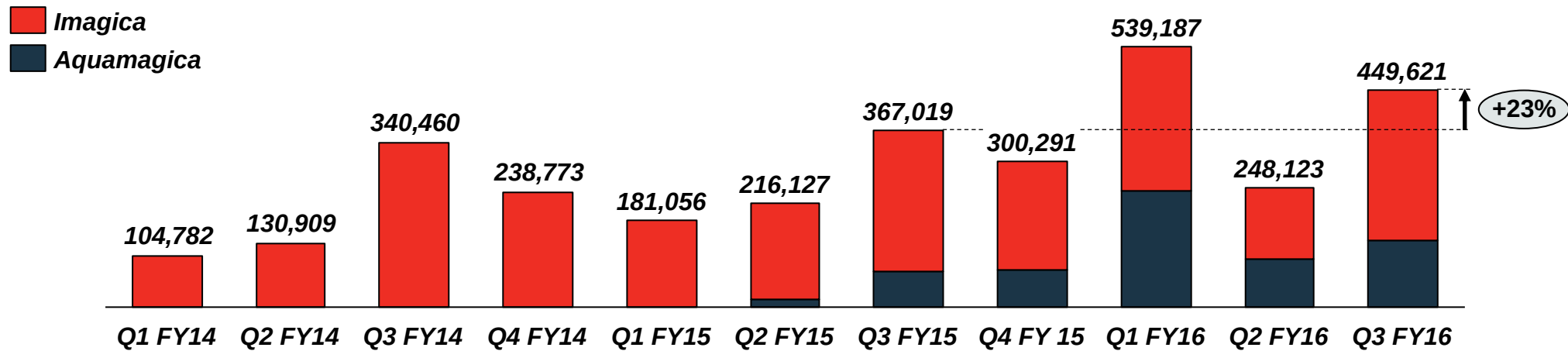
Family Hotel - Novotel



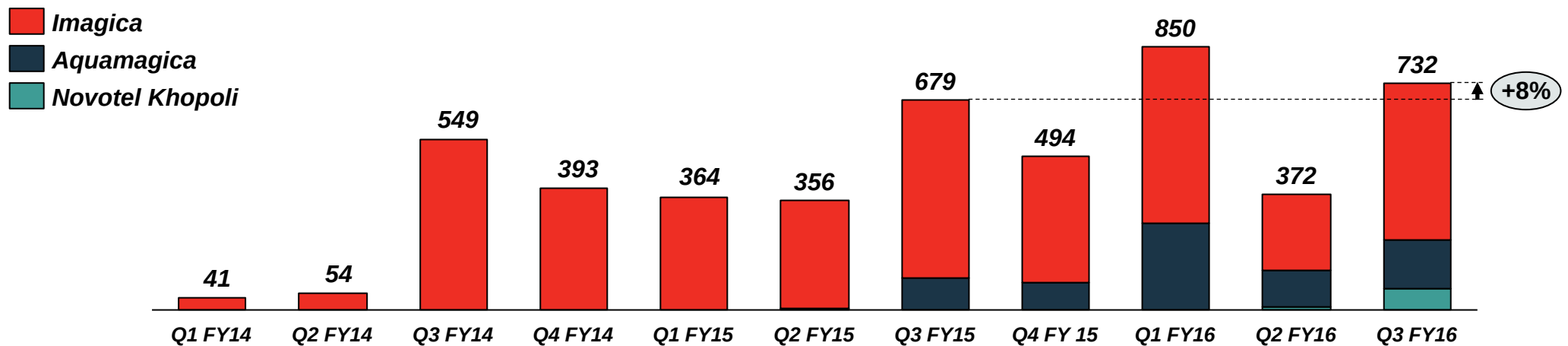
Integrated One-Stop Wholesome Family Entertainment Destination

Growing Footfalls & Revenue

Total No. Of Guests (nos.)

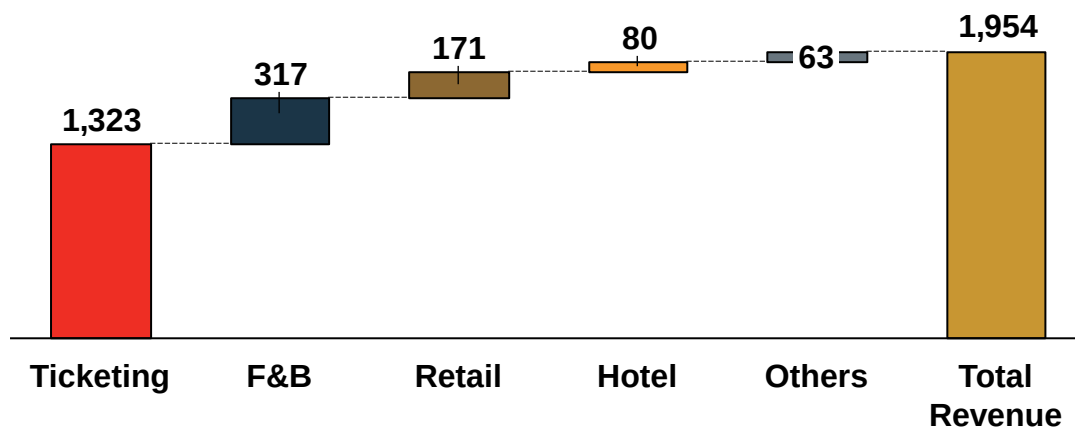


Total Revenue (in mn)

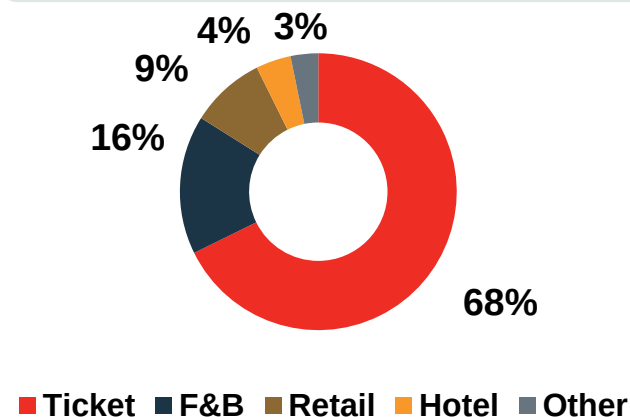


Revenue Break-up: 9m FY16

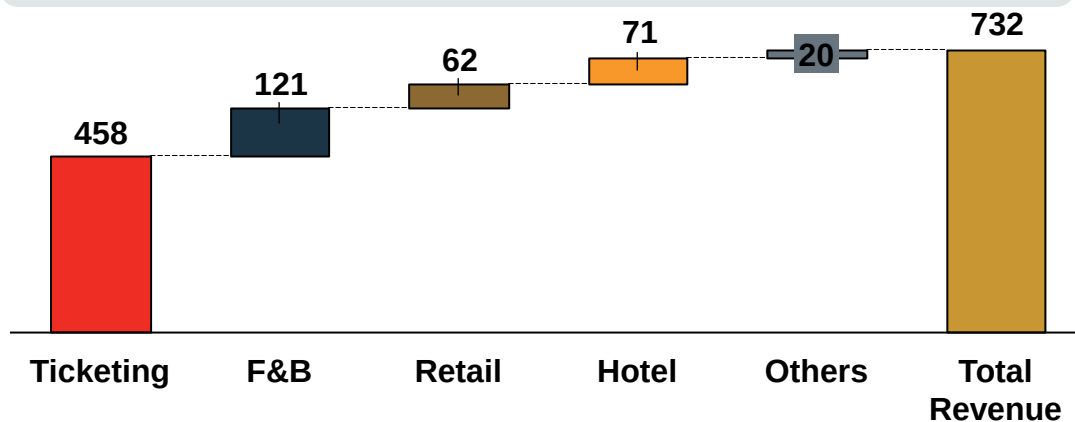
9m FY16 Revenue Build-up (Rs. mn)



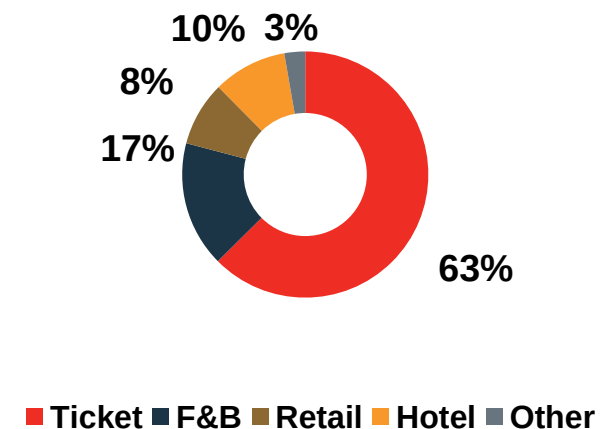
9m FY16 Revenue Break-up



Q3 FY16 Revenue Build-up (Rs. mn)

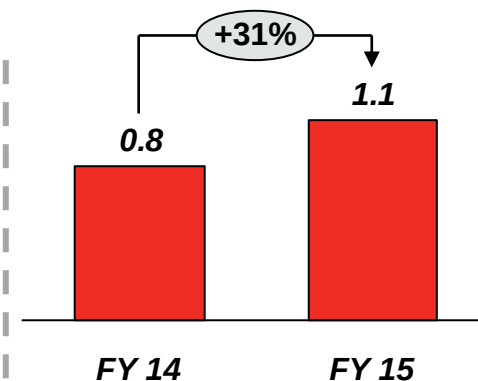
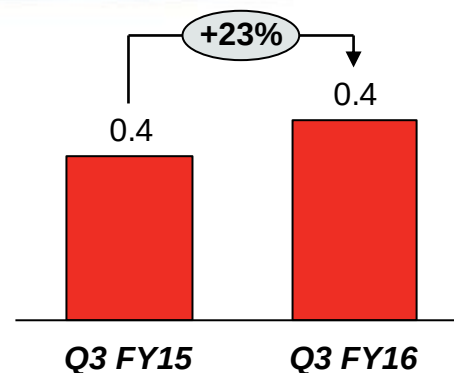
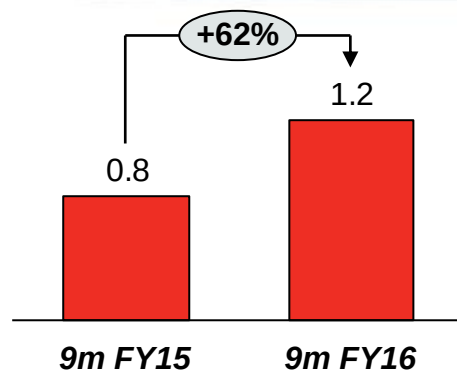


Q3 FY16 Revenue Break-up

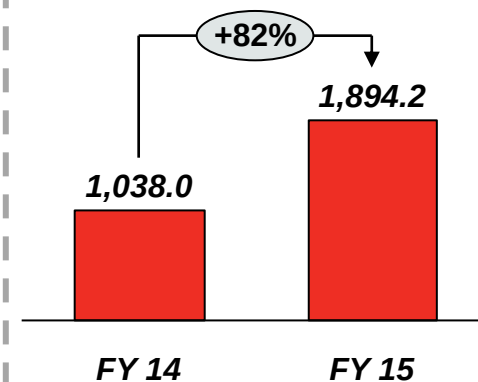
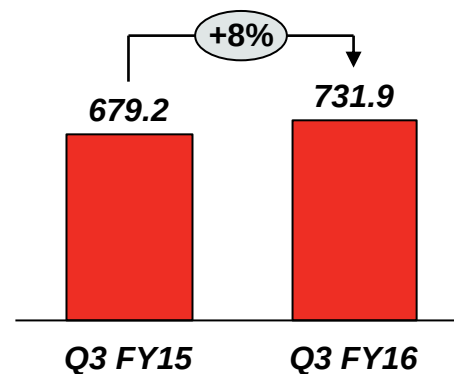
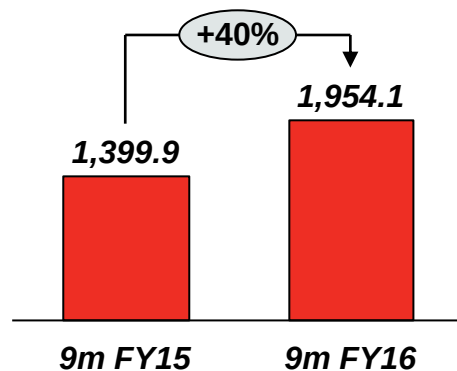


Key Financial Highlights

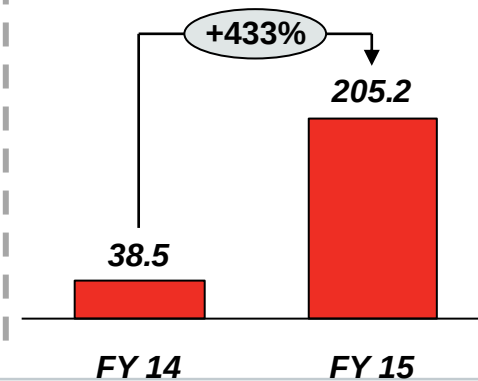
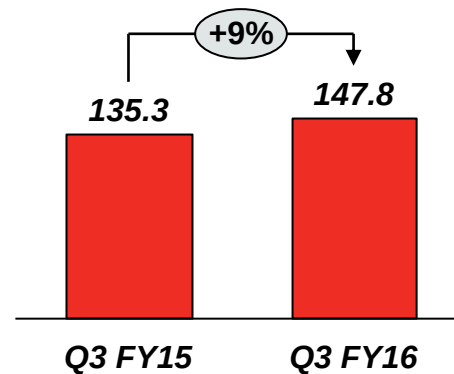
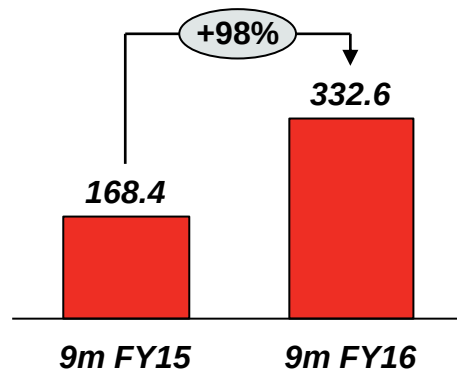
Footfalls (nos. in mn)



Revenues



EBITDA



Highlights



- Achieved a milestone of entertaining 3 million guest since launch
 - Probably the fastest and highest ramp-up of any outdoor destination
- Average occupancy at Novotel Imagica has been ~75% for Q3FY16
 - Average room ARR of Rs. 5,800+
- Highest single day footfall of 14,128 at Imagica in December 2015
- Non-catchment contributes ~30% for Q3 FY16
- YoY Growth for 9m FY16
 - Footfall: 62%
 - Revenue: 40%
 - EBITDA: 98%
- Significant progress on Snow Park, to be opened to public by Q4 FY16

Profitability Statement – Q3 & YTD

Particulars (Rs. mn)	Q3 FY16	Q3 FY15		9m FY16	9m FY15
Footfall	4,49,621	3,67,019		12,36,931	7,64,202
Revenue	731.9	679.2		1,954.1	1,399.9
Raw Material	77.1	57.4		190.4	114.4
Advertisement, sales and marketing expenses	185.3	161.4		488.6	328.6
Employee benefits expense	140.6	143.9		443.8	348.8
Repairs and Maintenance	33.1	14.3		107.5	46.6
Power, fuel and water	49.7	44.6		126.9	98.5
Other expenses	98.3	122.3		264.2	294.6
EBITDA	147.8	135.3		332.6	168.4
EBITDA Margin	20.2%	19.9%		17.0%	12.0%
Other Income	2.5	4.0		42.6	15.6
Depreciation	237.9	204.5		660.8	572.2
Finance Cost	285.3	298.1		815.5	838.2
Profit Before Tax	-372.9	-363.3		-1,101.1	-1,226.4
Tax	-121.0	-139.4		-353.8	-466.3
Profit after Tax	-251.9	-223.9		-747.3	-760.1

Profitability Statement

Particulars (Rs. mn)	FY15	FY14
Footfall	10,64,493	8,14,924
Revenue	1,894.2	1,038.0
Raw Material	161.0	103.1
Advertisement, sales and marketing expenses	447.9	399.1
Employee benefits expense	479.1	200.0
Repairs and Maintenance	70.9	29.0
Power, fuel and water	134.2	54.7
Other expenses	395.8	213.5
EBITDA	205.2	38.5
EBITDA Margin	10.8%	3.7%
Other Income	18.3	32.1
Prior period items	-	3.7
Depreciation	797.5	305.2
Finance Cost	1,145.7	425.3
Profit Before Tax	(1,719.6)	(663.6)
Tax	(648.0)	(136.0)
Profit after Tax	(1,071.6)	(527.6)

Balance Sheet

Rs. mn	Sept-15	Mar-15
Shareholder's Fund	6,599.2	7,094.6
Share Capital	799.0	799.0
Reserves & Surplus	5,800.3	6,295.7
Non-Current Liabilities	9,139.0	10,414.4
Long Term Borrowings	9,114.1	10,393.5
Long term provisions	24.8	20.9
Current Liabilities	1,221.0	2,531.1
Short Term Borrowings	475.0	840.0
Trade Payables	204.5	284.1
Other Current Liabilities	533.8	1,401.1
Short-term provisions	7.7	5.9
Total Equity & Liabilities	16,959.2	20,040.1

Rs. mn	Sept-15	Mar-15
Non-Current Assets	16,010.9	15,636.4
Fixed Assets	14,873.1	14,733.2
Non-Current Investments	4.2	4.2
Other Non-Current Assets	109.4	107.7
Deferred tax assets (net)	1,024.2	791.5
Current Assets	948.3	4,403.7
Inventories	120.1	105.2
Trade Receivables	44.2	58.9
Cash and Bank Balances	426.9	3,935.7
Short-term Loans and Advances	0.8	3.8
Other Current Assets	356.2	300.1
Total Assets	16,959.2	20,040.1

Use of IPO Proceeds

Particulars (Rs. mn)	Utilization Planned	Amount Utilized*	Amount Pending Utilization
Repayment of Debt	2,700.0	2,520.8	179.2
Issue Expenses	303.9	241.2	62.7
General Corporate Purposes	373.4	361.9	11.5
Total	3,377.3	3,123.9	253.4

	Particulars	Amount Rs. mn
A	Fresh Issue	3,377.4
	Offer for Sale	368.6
B	Initial Public Offering	3,746.0
	Less: Offer for Sale portion	368.6
C	Total Net Fund Raised	3,377.3

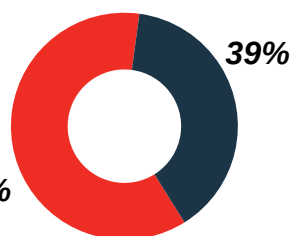
Some key Non-Promoter Shareholders

- India Advantage Fund (ICICI Ventures)
- SBI Mutual Fund
- New York Life Insurance (NYLIM) & Jacob Ballas India
- Kotak Mahindra Bank Ltd.
- HDFC Standard Life
- Reliance Mutual Fund
- Bajaj Allianz Life Insurance
- Sundaram Mutual Fund
- Kotal Mahindra Insurance Ltd.

Growth Strategies

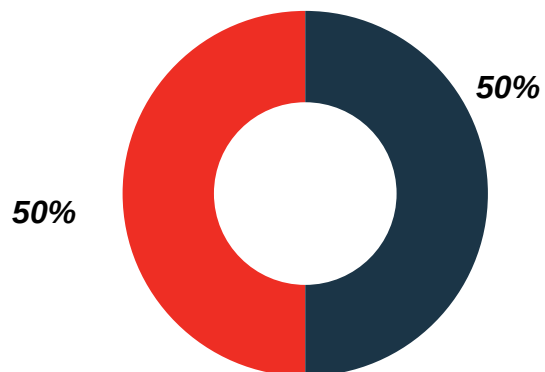
Walkin V/s Channel & Group Sales

Currently



Walkin

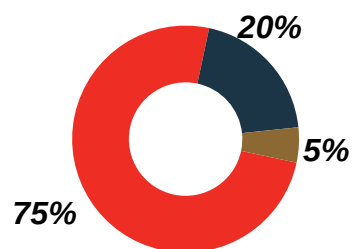
In Next 2-3 yrs.



Channel & Group Sales

Catchment Area

Currently

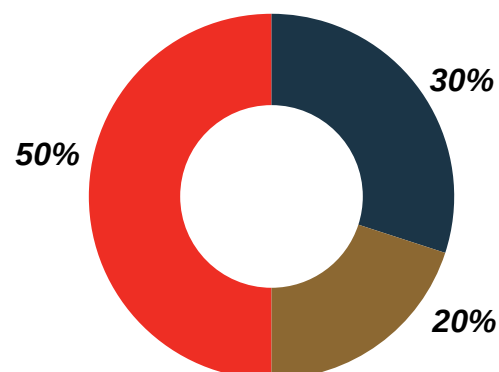


Mum + Pun

ROI

Guj + ROM

In Next 2-3 yrs.



Ticketing & Non-Ticketing

Current



In Next 2-3 yrs.



Ticketing

Non Ticketing

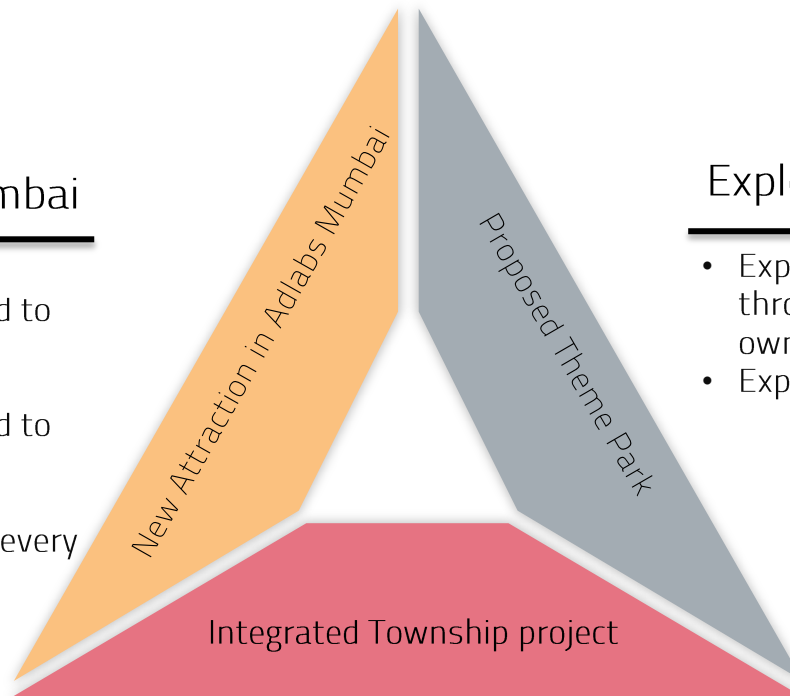
International



Medium Term Strategies

New Attraction at Adlabs Mumbai

- Snow Park – (Revenue sharing arrangement with no Capex). Expected to be operational by Q4 FY16.
- Adventure Park – (Revenue sharing arrangement with no Capex). Expected to be operational in H2 FY17.
- To add 3-4 rides over the next 5 years including one major ride or attraction every two years



Exploring Theme Parks

- Exploring Theme park project through a JV model with land owners in Hyderabad
- Exploring options in Delhi NCR

Monetization of Real Estate - Khapoli

- Development of a township project at Adlabs Mumbai on the 170 acres of surplus land through a wholly owned subsidiary
- Opportunity to generate high cash flow

Positive Momentum

Novotel Imagica successfully launched with average occupancy of ~75% for Q3 FY16

Highest single day footfall of 14,128 at Imagica in December 2015

We have initiated marketing coverage beyond catchment through Television campaigns

Exciting Current Trends

Mobile APP launched on Android & IOS. Current downloads over 1 lakh

Over 1,860 agents added since Apr '15.
Total Agents base over 4,800

Non-catchment activation has resulted in 30% contribution for Q3FY16



For further information, please contact:

Company :

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Investor Relations Advisors :

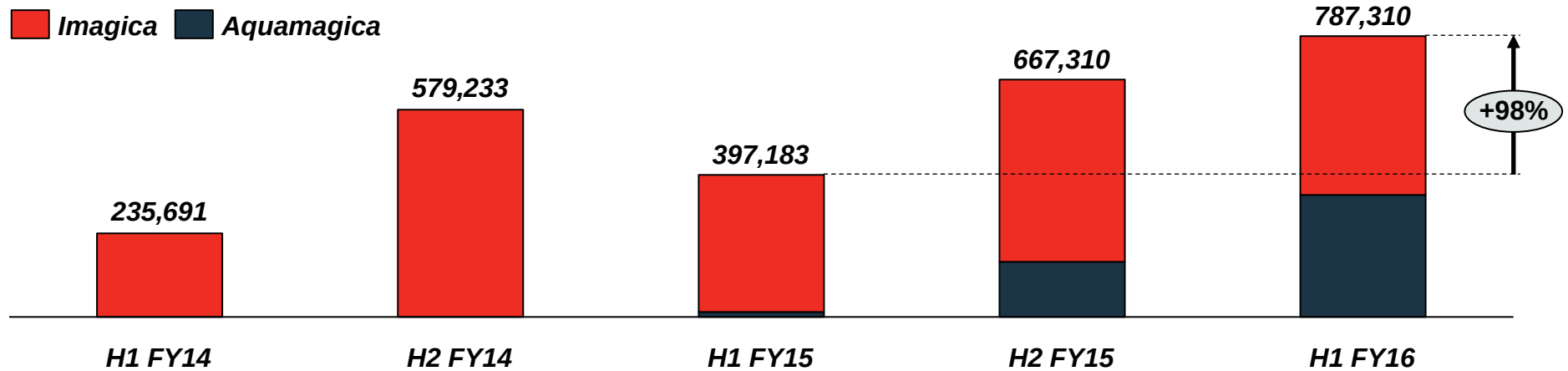
Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

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Growing Footfalls & Revenue

Total No. Of Guests (nos.)



Total Revenue (in mn)

