

ADLABS Entertainment Limited

April 11, 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: MEDIA RELEASE

We enclose herewith the media release dated April 11, 2016 being issued by the Company which is self explanatory.

This may also be treated as intimation pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,

For Adlabs Entertainment Limited



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





Imagica adds a Snow park this summer

With a theme park, water park, hotel and the new snow park opened in April, Imagica gives you the best of international standard entertainment in one place

Mumbai, 11th April, 2016: Summer is right around the corner, and so is the unbearable heat that it brings along. Plan a getaway this sunny season to Imagica and experience the snowy winters at the newest attraction, Imagica Snow Park, India's largest snow theme park in Khopoli, off the Mumbai-Pune expressway. Built over an area of 30,000 sq. ft. with 100% natural snow, the snow park, which is a joint venture with Acme Entertainment, boasts of real snowfall and sub-zero temperatures as well as a 50 foot tall snow dome.

Adlabs Entertainment Ltd. recently refreshed its brand promise with a one brand one destination approach. The Theme park, Water park and now launched Snow park all have a new identity now under the brand name IMAGICA. The new logo represents Imagica as a one stop holiday destination, bringing all its brands under a single Brand name, 'Imagica', with the tag line 'Badi Interesting jagah hai'.

Imagica Snow Park, along with Imagica theme park, water park and Hotel Novotel Imagica, makes it one of the best holiday destinations in India which will enable Indians to enjoy an international standard experience without the need to travel overseas.

Mr. Kapil Bagla, Director & Chief Executive Officer of Adlabs said, "We are an entertainment starved nation. Imagica has been created with a vision to be the most sought after international standard holiday destination for families, friends, corporates, couples and everyone else who wishes to spend some quality time with their loved ones. Imagica Snow Park is the latest attraction which is sure to add to the overall magical experience."

For a summer holiday in the snow, Imagica Snow Park has a variety of activities for guests visiting in batches of 400 people at a time for a 45 minutes session. Starting from 10 am in the morning, guests need to arrive 30 minutes before the show time, where they will be geared up with snow boots, jackets and gloves. Enjoy the magic of snow by **playing basketball, sliding down the toboggans and rafts, climbing the rocky snowy mountains, having a snowball fight** or just relaxing and sipping a cup of coffee at minus 5 degrees.

Guests can also look forward to spending their time doing activities like **snow hiking, snow rafting** as well as dance on the snow dance floor or pose amidst the **snow castle** and one-of-its-kind **ice sculptures**. Live an Eskimo's life and interact with **a real Eskimo in the Igloo**. There are 3 **Snow Cafés** around the park, which serve delicious tea, coffee, hot chocolate and snacks.

Starting at attractive pricing, visitors can get access to a fun and entertaining filled hour at the snow park as an Add-On package for guests visiting Imagica theme park or waterpark or as a single attraction.

International standard hygiene and safety

To keep the hygiene and safety of visitors in mind, shoes and jackets are washed, sun-dried and wiped every hour, while the inside area of the park is gutted after every session. The park is also environment friendly, with snow made from purified water without any chemicals or preservatives.



One stop destination for all

Guests can visit with their kids and parents at this international standard holiday destination and play basketball, dance on the snow dance floor, climb the snow mountain and pose with the ice sculptures. There is also a **Viewing Gallery** which allows guests to enjoy the picturesque view of the park, for those who do not wish to step out in the snow.

It is also an ideal destination for school children, who learn how snow is made, understand the nuances of staying in freezing temperatures as well as team building skills with basketball, hiking and other activities.

About Adlabs Entertainment Ltd.

Adlabs Imagica is a project of Adlabs Entertainment Limited (AEL), promoted by Mr. Manmohan Shetty. Imagica is one of India's leading holiday destinations and offers a gamut of interesting experiences in one place through its theme park, water park, snow park and hotel. The group has assembled an experienced team for development and implementation of the projects. With Imagica, Adlabs Entertainment Limited has created an 'all weather entertainment destination' that provides unique experiences to its guests.

Located conveniently off the Mumbai-Pune Express Highway, Imagica Snow Park is just a happy drive away from Mumbai and Pune. You can also reach the snow park by bus from Mumbai and Pune. There are local trains from Mumbai to Khopoli, and free shuttle services from Khopoli to the park every day at 10am. To book tickets, log on to www.adlabsimagica.com or call (022) 4213 0405.

For further information, please contact:

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