

February 8, 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: Intimation of Schedule of Analyst / Institutional Investor meetings under the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015

Pursuant to the relevant provisions of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we would like to inform you that the officials of the Company will be attending the following conferences of institutional investors:

Date	Organised by	Place
February 10, 2016	Elara Capital	Mumbai
February 15, 2016	Antique Stock Broking	Mumbai
February 16, 2016	Edelweiss Securities	Mumbai

This is to further inform that the copy of the latest Investor Presentation as has been uploaded on the website of the Company www.adlabsimagica.com and is enclosed herewith for your information as also for the information of your members and the public at large.

Thanking you,

Yours faithfully,

For Adlabs Entertainment Limited



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

Encl: As above

Adlabs Entertainment Ltd.

Investor Presentation – February 2016



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.

First and Only Global Scale Theme Destination in India



Theme Park – Adlabs Imagica

- All-weather theme park spread over 132 acres with 25 rides and attractions targeted at visitors of all age groups
- Estimated daily capacity of 15,000 guest



Water Park – Aquamagica

- A Mykonos theme based water park with 14 water slides and wave pools
- Estimated daily capacity of 5,450 guest



Family Hotel - Novotel

- 287 keys family hotel to be managed under the name "Novotel Imagica Khopoli"
- 116 keys (Phase I) opened to public on 16th September 2015



Integrated One-Stop Family Entertainment Destination

International Theme Concept...

Imagica has sourced rides from Leading Global OEM's & Designers...



...these OEMs have built marquee Attractions at "best of the Global Parks"



Hulk Roller
Coaster Islands of
Adventure
Universal Studios
Orlando



Soaring Over
California
Disney World, USA



Space Mountain
Disneyland



Haunted Mansion
Magic Kingdom
Disneyland



Simpson
Universal Studios
Orlando



Dumbo, Magic
Kingdom
Disneyland



Buzz light year
Magic Kingdom
Disneyland
Orlando



Bubble Show,
Macau



Dinosaur Flume
Ride
Universal Studios
Orlando



Pirates
Magic Kingdom,
Disneyland



Poseidon's Fury
Islands of
Adventure
Universal Studios
Orlando



Mine Train
Ocean Park
Hong Kong

India's First True International Theme Experience...

Creative customization of International rides helped us develop numerous attractions at Imagica

Nitro		I for India		Save The Pirate		Zoobaloo	
Deep Space		Salimgarh		Bump It Boats		Dare 2 Drop	
Mr. India		Tubby Takes Off		Wagon O Wheel		Mambo Chai Chama Crazy Tea Cups	
Alibaba & Chalis Chorr		Cinema 360 - Prince of the Dark Waters		Scream Machine		The Magical Carousel	
Rajasaurus		Splash Ahoy		Detective Bow Wow Show		Happy Wheels	
Wrath Of Gods		Gold Rush Express		Humpty's Fall			

An assortment of international level attractions at Imagica provide an Immersive Entertainment Experience

...Global Scale, Quality & Safety

- Spread over 132 acres with 25 rides at Imagica, 14 rides at Aquamagica & high capacity
- Surplus land to add 3-4 rides over the next 5 years including one major ride or attraction every two years

Global
Scale

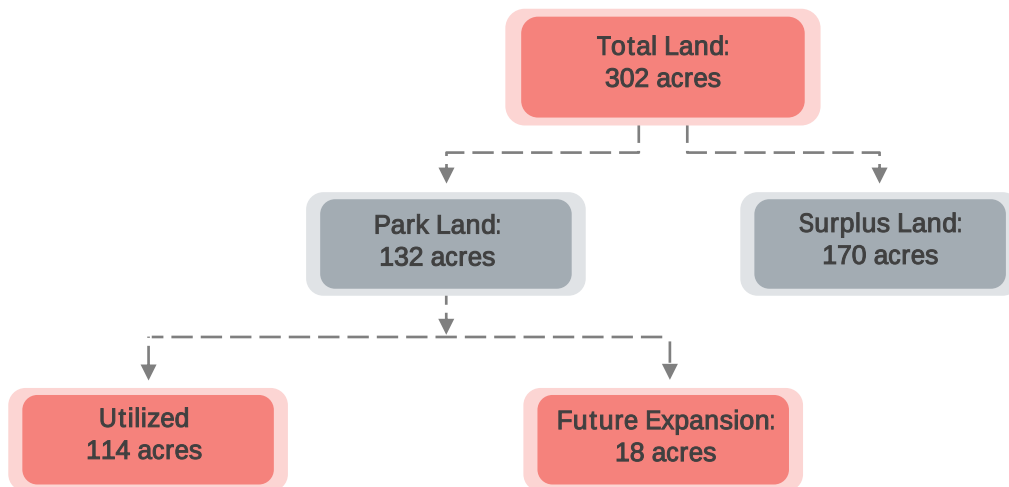
International
Quality

- Themed rides customized to Indian sensibilities designed and supplied by international vendors
- "Nitro" – largest roller coaster in India

- Best in class Master Plan, Design & Services to build high Safety
- Vendors compliant with international standards – ASTM, European or EN Standard
- International safety certifications
- TUV SUD South Asia Pvt Ltd engaged to carry out inspection, testing and installation certification

World
class
design &
Safety

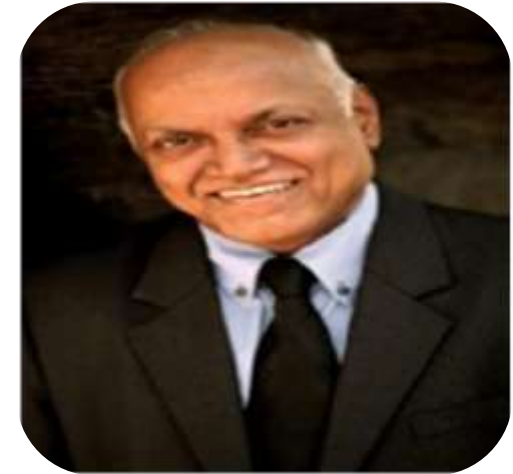
...Evolving into India's First Holiday Destination...



- ✓ Till date India has only experienced small and large Amusement Parks
- ✓ Theme Park have a Central Idea, with a unique setting or idea or rides with specific themes
- ✓ Our park to evolve as Holiday Destination for Indians
- ✓ Industry growing at 20-25% in past 4-5 years
- ✓ Early Mover Advantage

...Conceptualized by Entertainment Entrepreneur..

- Conceptualized and launched 'Adlabs Imagica' and in-charge of overall business operations
- More than three decades of experience in the Indian media and entertainment business including theatrical exhibition business and the digital cinema business in India
- Founded Adlabs Films Limited which went public in January 2001
- Served as the Chairman of the National Film Development Corporation set up by the Government of India and the President of the Film and Television Producers Guild of India



Mr. Manmohan Shetty
Chairman & Managing Director

“

A Pioneer in film processing laboratory and production in India

”

Year 1978

“

A Pioneer in 'IMAX' & Multiplex Revolution in India

”

Year 2001

“

Thrive for Innovation & Thrill, he has conceptualized and launched ADLABS IMAGICA

”

Year 2013

...Experienced Leadership Team...



Kapil Bagla
CEO & Director

- Over two decades of experience
- Prior experience with Adlabs Films, Centrum Capital, Apple Industries and Larsen & Toubro
- Holds a bachelor's degree in Mechanical Engineering and a master's degree in Management Studies



Harjeet Chhabra
CMO

- Over a decade of experience in the marketing domain
- Has worked in consumer electronics, media and entertainment industry
- Leadership marketing role experience with Worldwide Media, TV channel Sab TV
- Holds a PG diploma in business management from IPM Lucknow



Rakesh Khurmi
CFO

- Over two decades of experience
- Prior experience as the CFO of Tikona Digital Networks
- Has held leadership positions at Bharti Airtel & Reliance Infocom
- Holds an MBA and is also a Cost Accountant



Col. Ashutosh
Kale
VP Operations

- Over two decades of experience in the safety and security largely serving the Indian Army
- He has worked with Go Air as a General Manager - Security.
- He has been awarded by United Nations for his mission in Ethiopia and Eritrea
- Holds a master's degree of Science in Defence and Strategic Studies from University of Madras

...Strong Independent Board and Marquee Investors...

Independent Directors



*Prashant
Purker
Non-
Executive
Independent
Director*

- Over two decades of experience across financial markets. Worked with ICICI, Citibank, Lehmann Brothers
- Holds a bachelor's degree in Technology from IIT, Kanpur and holds a post graduate diploma in Management from IIM Ahmedabad



*Anjali Seth
Non-
Executive
Independent
Director*

- Over two decades of experience as a legal counsel in the banking and real estate space
- Previously worked in Legal teams of Standard Chartered, IFC
- Holds a bachelors' degree in Law



*Ghulam
Mohammed
Non-
Executive
Independent
Director*

- Over four decades of experience
- Held various senior management positions in the Mahindra & Mahindra Group of companies
- Holds a bachelors' degree in Arts (Hons)



*Steven A
Pinto
Non-
Executive
Independent
Director*

- Over four decades of experience
- He has worked with Citibank, Dubai
- Holds a bachelors' degree in Arts (Economics Hons) and a master's degree in Management

Few Large Investors *

- 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.

* As on December 31, 2015

An International Theme Destination in India

ALL ADVENTURES NEED
A BASE CAMP.

The thrilling 5 STAR getaway.

NOVOTEL
HOTELS
IMAGICA

ADLABS
IMAGICA!

Adlabs
Aqua
magica
Water nation!

The advertisement depicts a family of four in a hotel room. A young boy is jumping joyfully in front of a large window that offers a panoramic view of the Imagica theme park, including a roller coaster and a castle. A couple is sitting on the bed, smiling and holding coffee cups. In the foreground, a breakfast table is set with a silver cloche, a basket of bread, and various condiments. On the windowsill, there are several items: a blue cap, a camera, a water bottle, and a small yellow bag. The overall atmosphere is warm and inviting, suggesting a perfect getaway for families.



Imagica – The Theme Park

International Concept & Design

An all weather park designed by Peter Smulders, CEO of Attractions International, an internationally renowned theme parks designer



Rides & Attractions

25 rides and attractions developed in line with leading theme parks globally to appeal to Indian culture and sensibilities of all age group



Food & Beverages and Retail Merchandise

5 themed restaurants provides creative menu offerings that appeal to diverse guest base

6 retail stores selling 'Imagica' branded merchandise





Aquamagica – The Water Park

International Concept & Design

An all weather park water park modelled on a Mykonos theme

Designed on a raised area above theme park to provide panoramic views of theme park



Rides & Attractions

14 kinds of water slides and wave pools and other water-based entertainment



Food & Beverages and Retail Merchandise

Primarily designed as 'grab and go' options

3 retail stores selling Aquamagica branded swimwear, towels, caps, floats etc



Novotel Imagica Khopoli - the First Theme Park Hotel in India

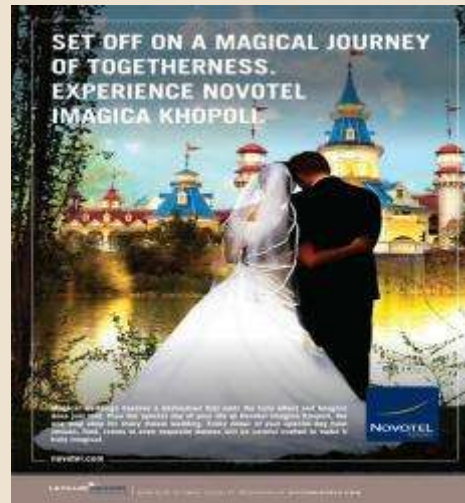
Positioning

Family hotel will help us position Adlabs Mumbai as one-stop a destination for entertainment, corporate meetings, off-sites and other events



Facilities

Apart from being in close proximity, the Hotel would also have Banquet Halls, Conference Rooms, Specialty Restaurants, a Gourmet Bar and Recreation Areas



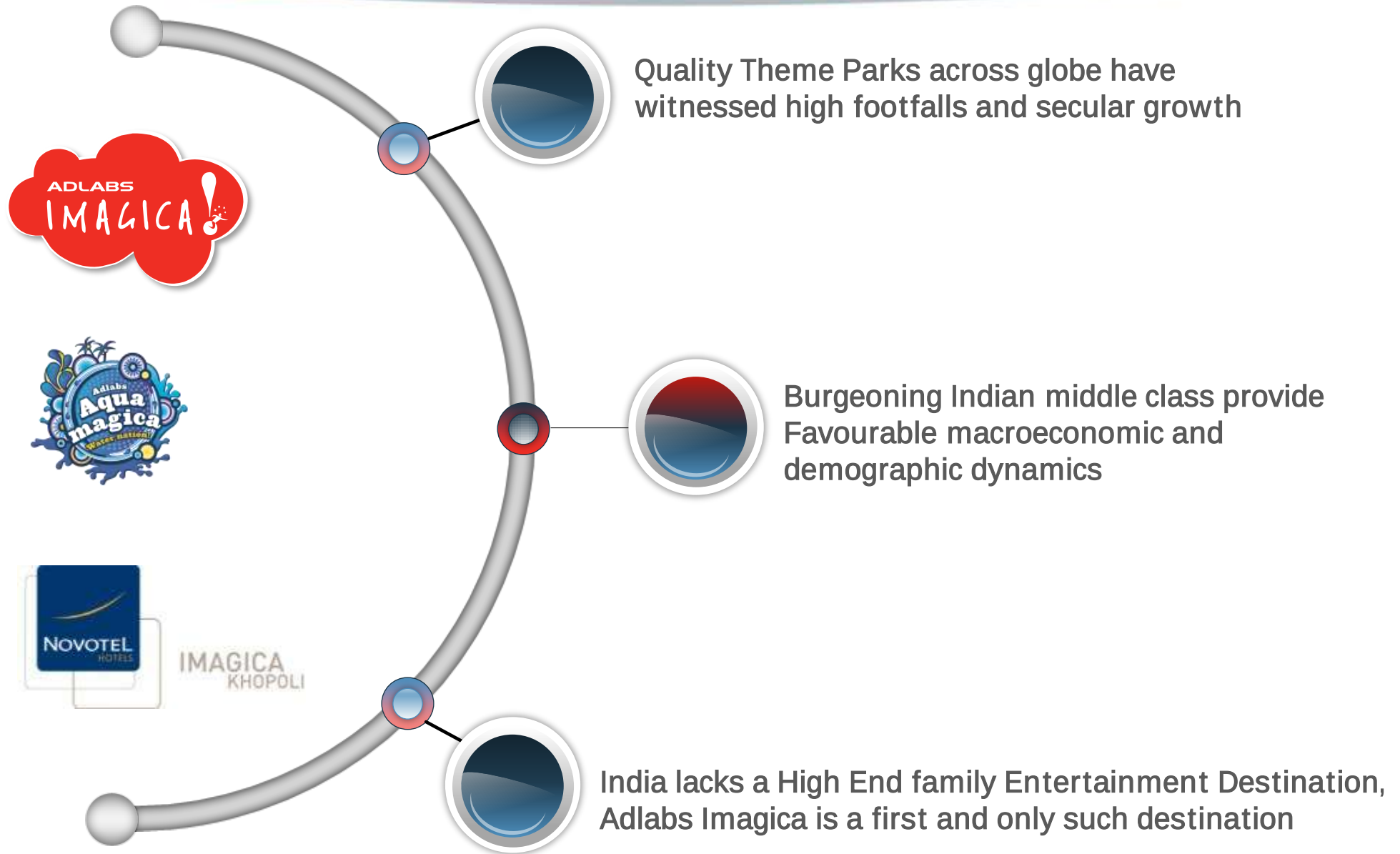
Operations

To be managed under the name "Novotel Imagica Khopoli" by Accor Group Company



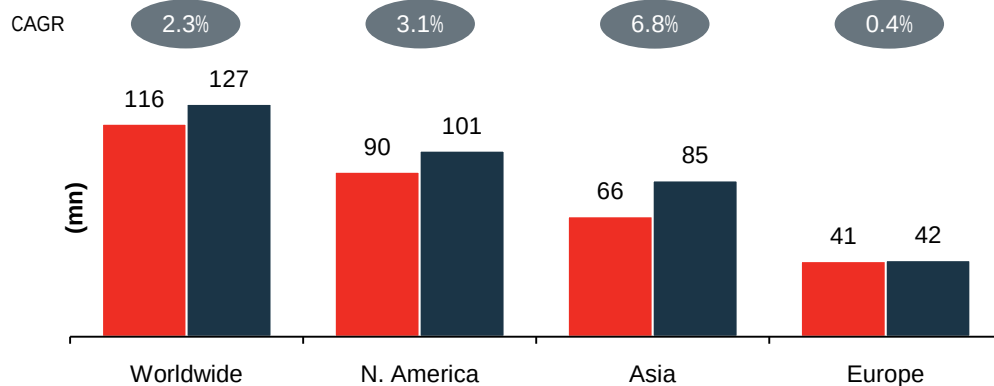
Integrated Theme Park Destination

An exciting opportunity for India

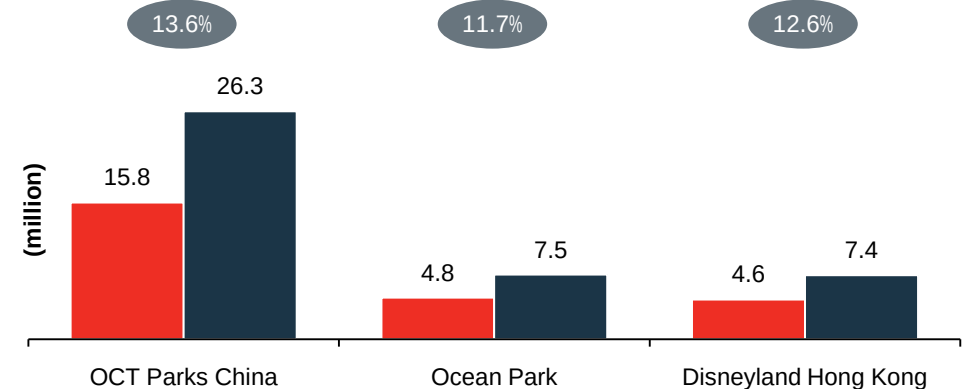


Theme Parks – Secular Growth Story

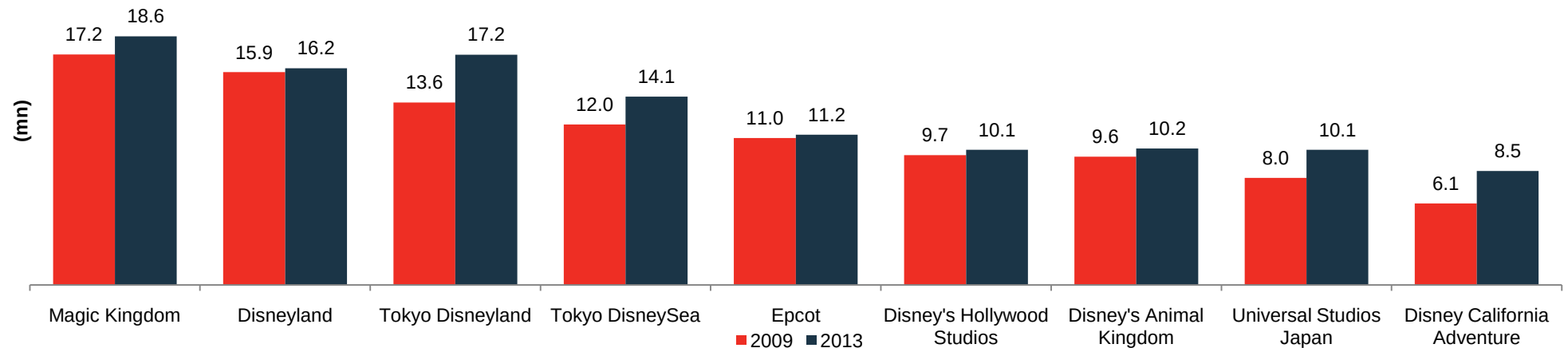
Regional attendance (top 10 parks)



Attendance at select Asian parks



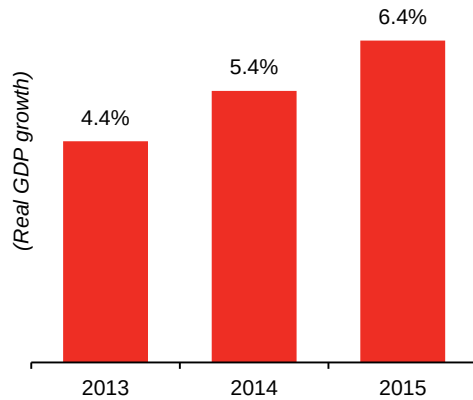
Attendance at select global theme parks



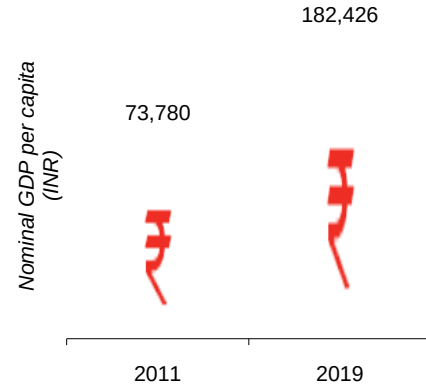
Large format parks have visitors in excess of 8-9 million per annum

Favourable macroeconomic and demographic dynamics in India

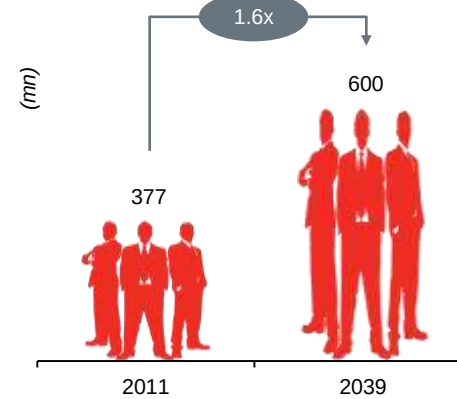
Robust GDP growth



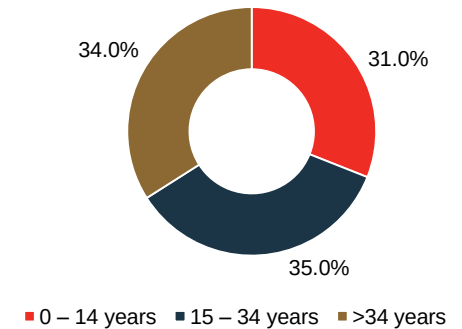
Rising per capita incomes



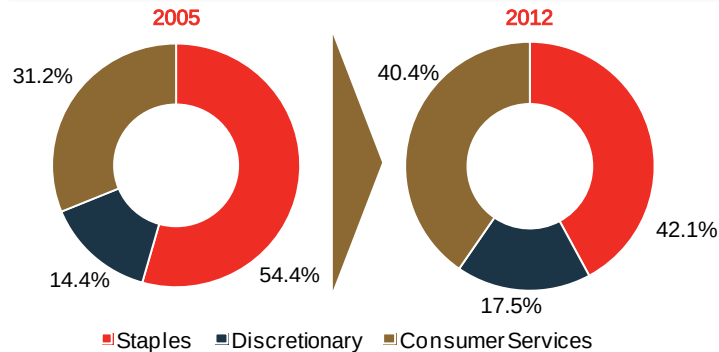
Increasing urbanisation



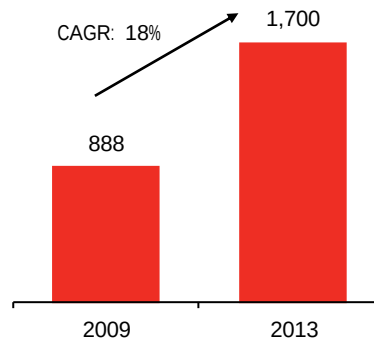
Young population



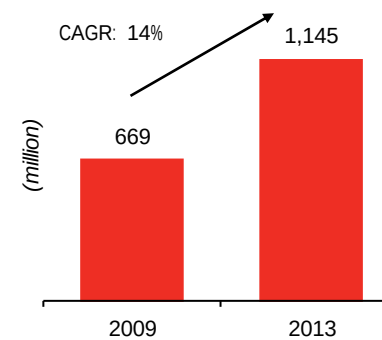
Growing consumerism – share of spending



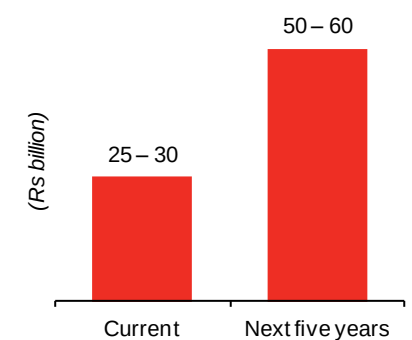
No of multiplex screens



Rise in domestic tourism



Indian parks industry size



India lacks a High End family Entertainment Destination



Consumer Options	Availability	Concepts	Average Cost
Theatre	Yes	The Comedy Store, Prithvi Theatre, NCPA etc.	INR.800 - INR.1,000 per person for 2-3 hours of entertainment
Standard Amusement Parks	Yes	Essel World & Water Kingdom	INR.800-1,000/- with no major attractions and they lack scale and ambience
Family Entertainment Destinations	Yes	Malls (Retail, Dining, Pubs, Cinema)	INR.1000/- onwards for a family
Weekend Get away Destinations	Yes	Aamby Valley City, Lavasa, Kashid, Lonavala etc.	INR 3,000 onwards per day
Full Fledged Entertainment Destination with Theme park, Water park, Retail, Dining etc.	No	Non Existent	Towards the highest end of live entertainment value chain

Lack of Entertainment Destinations in and around Mumbai

Significant gap in market for World Class Live Entertainment Destinations in India
First mover advantage to AEL

Growth Drivers

Enhancing Footfalls

Huge Potential in Primary Catchment Area

- Mumbai-Pune & Peripheral area provide the largest and the best demographic of catchment population across all of India
- Enhancing customer base to mid-strata

Targeting Pan-India

- Marketed as Holiday Destination across India
- Tie-ups with various Travel & Tourism Intermediaries

Increasing Entertainment Options

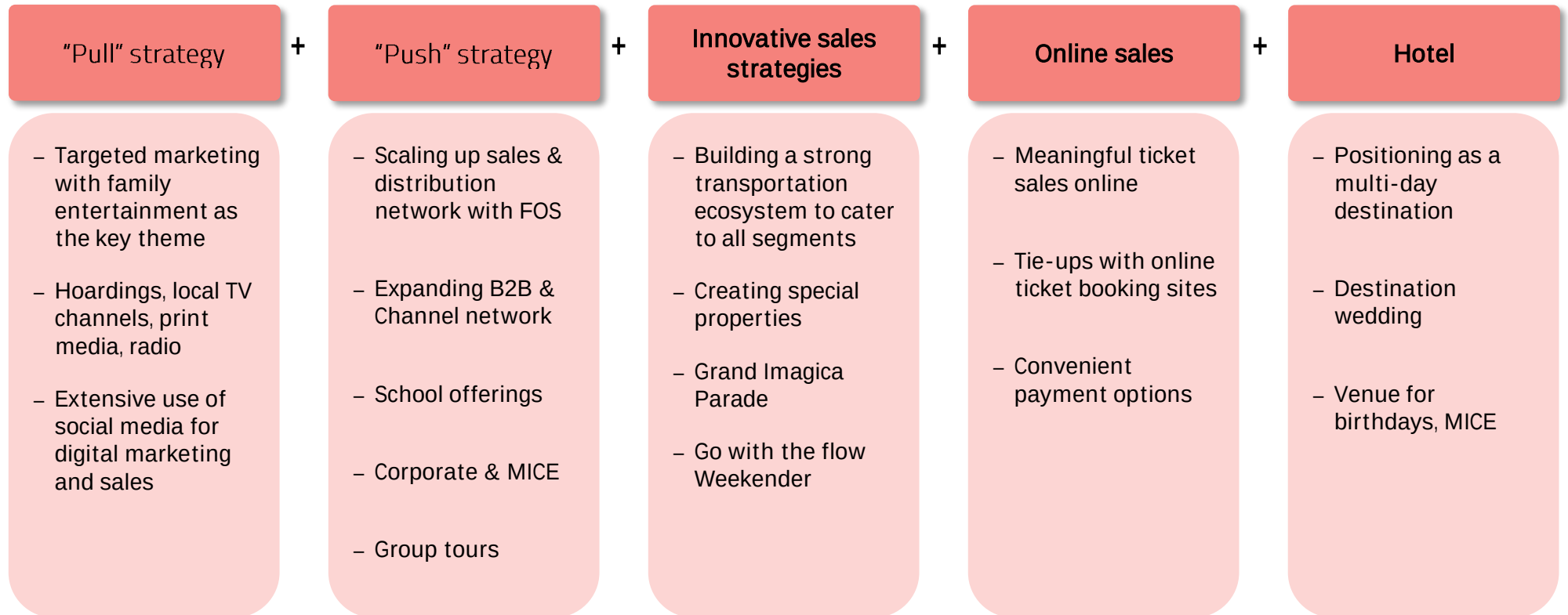
New Attractions

- To add 3-4 rides & attractions over the next 5 years, including 1 major ride every 2 year
- Snow Park to be operational in Q4FY16.

New Holiday Destinations

Intend to set up integrated holiday destinations in other locations in India, either through parks owned and operated by us or through a partnership or a franchise model

Multi pronged approach to increase visitors



Moving towards an integrated holiday destination pan India

Avenues to enhance non-ticketing revenues

F&B

- Increase the per capita spend on F&B
 - Increase the number of meals
 - Adding beverage portfolio
- Promoting concepts like breakfast and dinner with characters
- Catering to evening events

+

Merchandise and Intellectual property

- Licensing park characters
- Out of park sales on Imagica stores, website and other online portals
- Expanding product portfolio

+

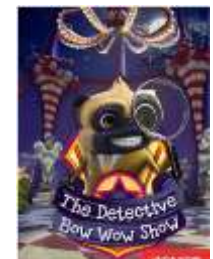
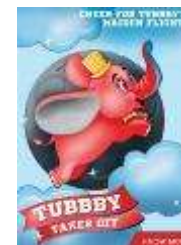
Tie-up opportunities

- Snow Park
- Adventure-course tower
- Tie-ups on a revenue share basis

+

Sponsorships and alliances

- Sponsorship and alliances with other brands
- Brand activation at the park

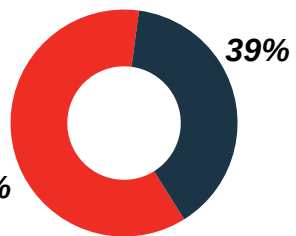


Significant opportunity to increase non-ticketing revenue

Growth Strategies

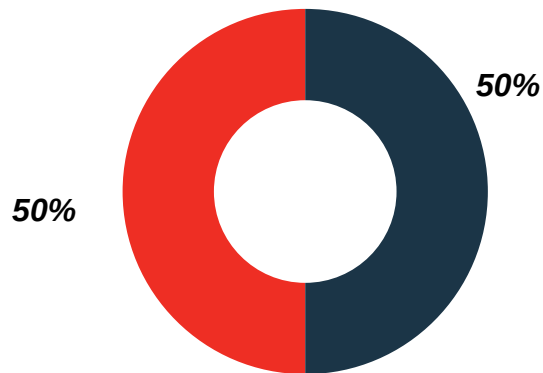
Walkin V/s Channel & Group Sales

Currently



Walkin

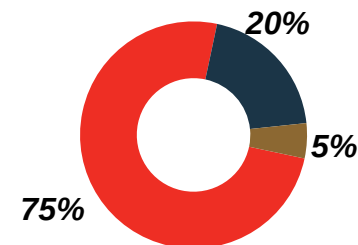
In Next 2-3 yrs.



Channel & Group Sales

Catchment Area

Currently

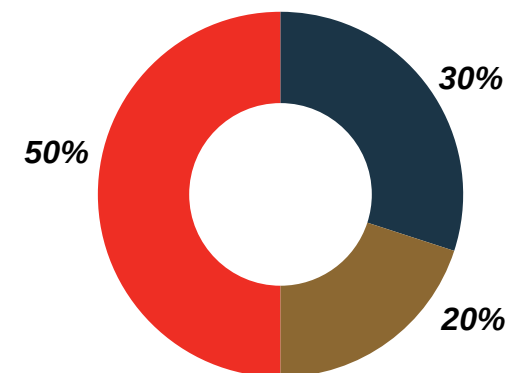


Mum + Pun

ROI

Guj + ROM

In Next 2-3 yrs.



Ticketing & Non-Ticketing

Current



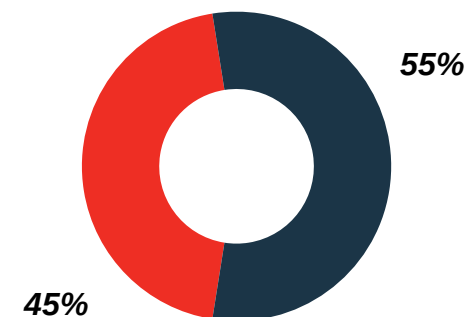
Ticketing

In Next 2-3 yrs.



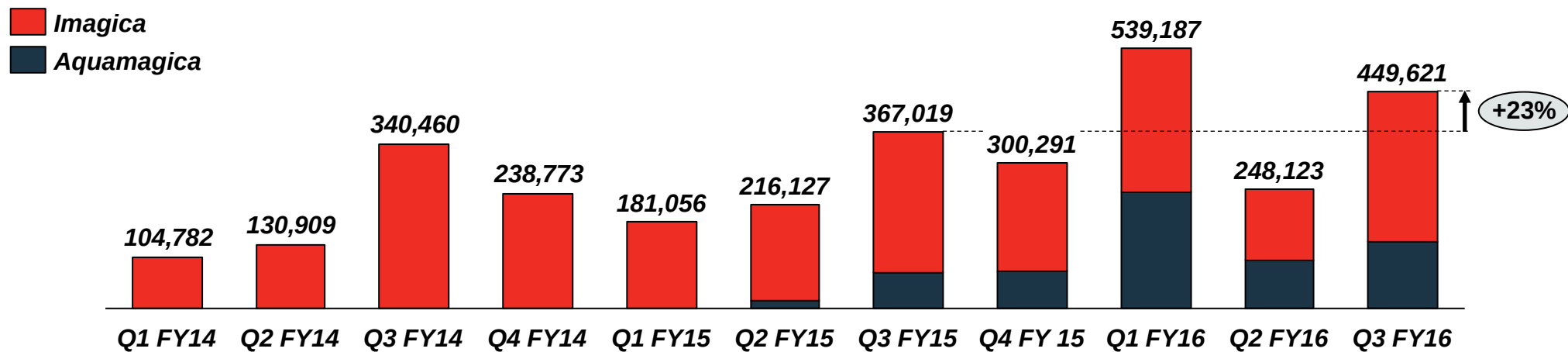
Non Ticketing

International

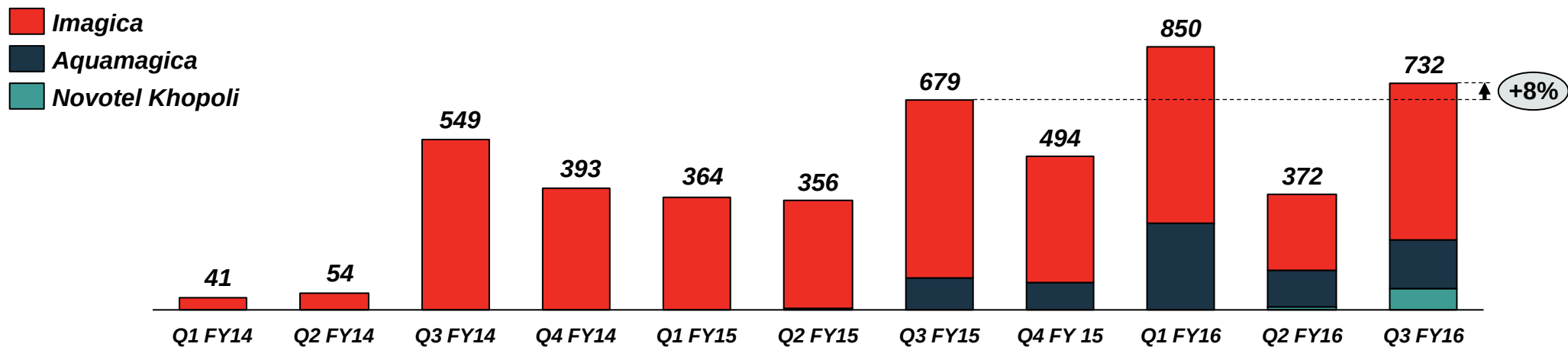


Growing Footfalls & Revenue

Total No. Of Guests (nos.)

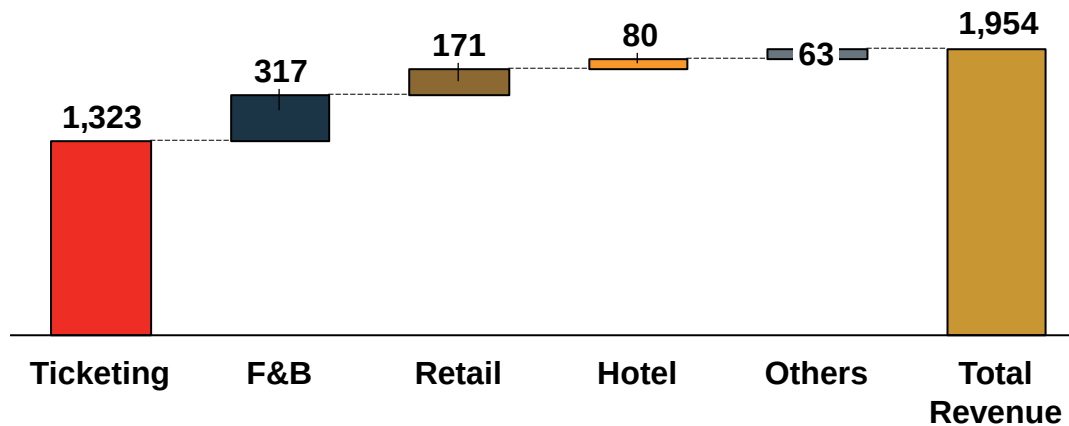


Total Revenue (in mn)

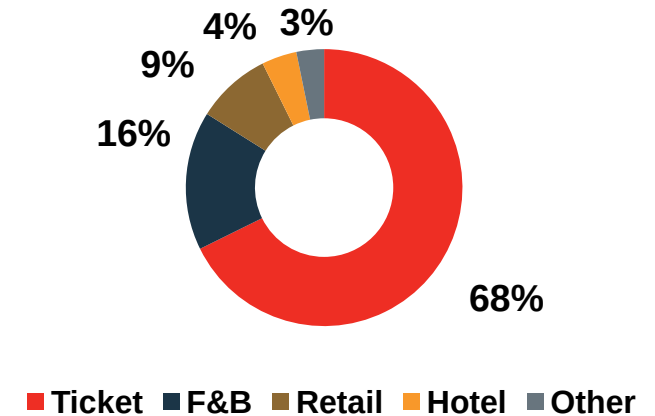


Revenue Break-up

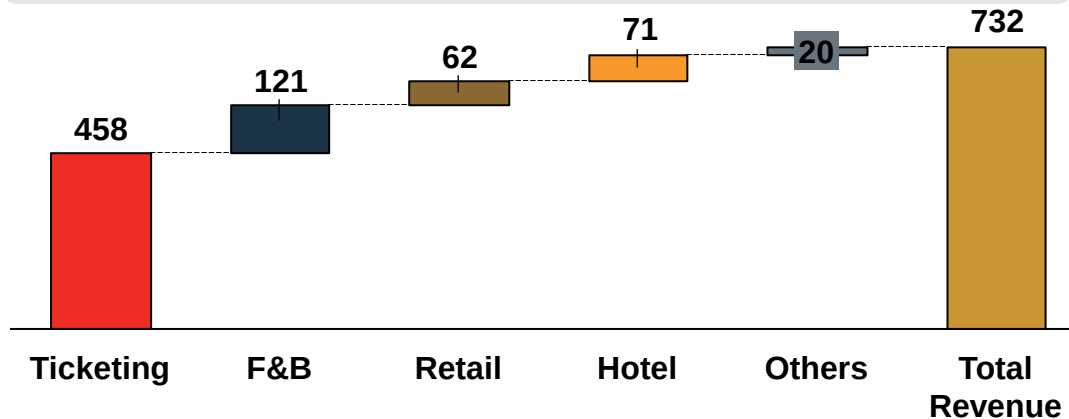
9m FY16 Revenue Build-up (Rs. mn)



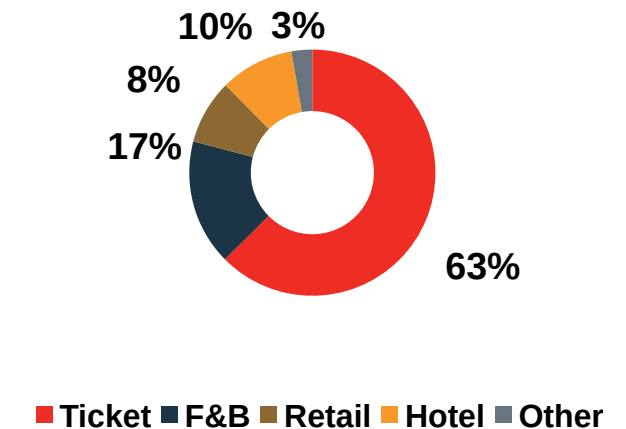
9m FY16 Revenue Break-up



Q3 FY16 Revenue Build-up (Rs. mn)



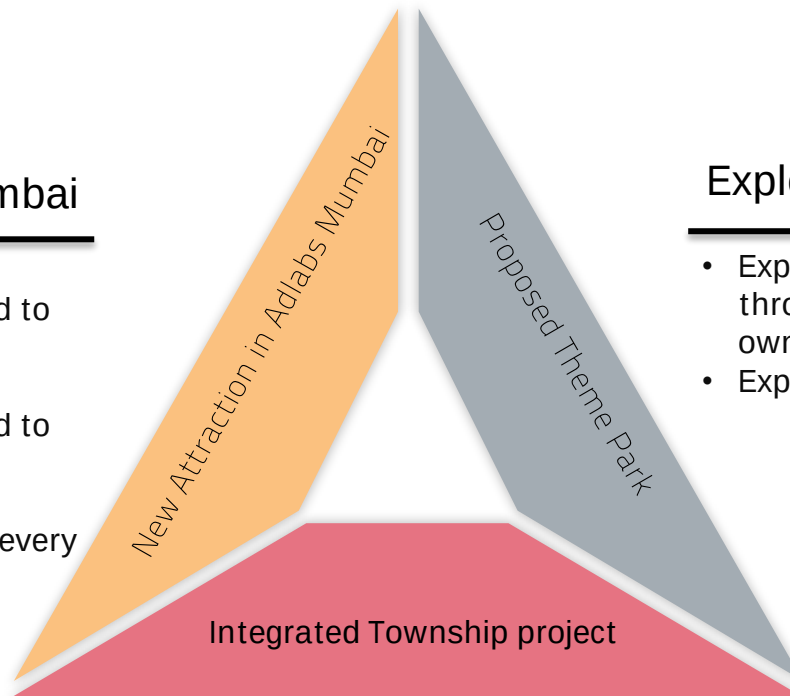
Q3 FY16 Revenue Break-up



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

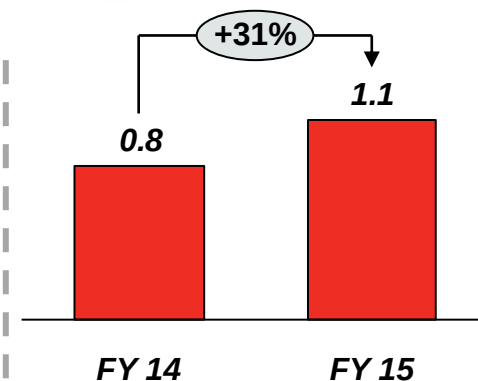
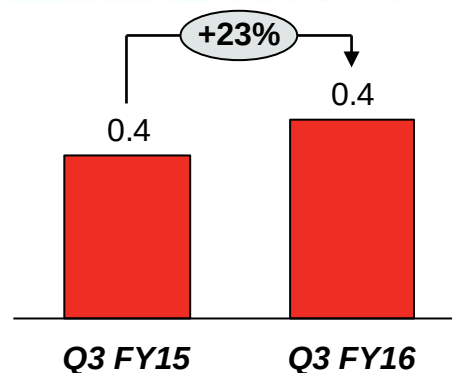
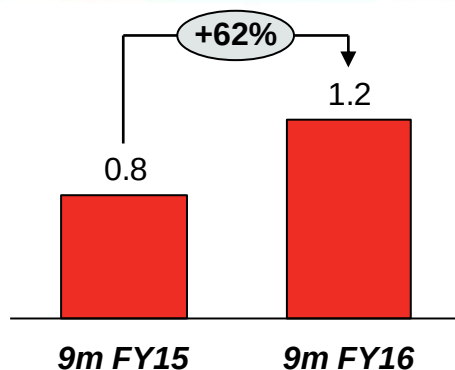
- Exploring Theme park project through a JV model with land owners in Hyderabad
- Exploring options in Delhi /NCR

Monetization of Real Estate - Khapoli

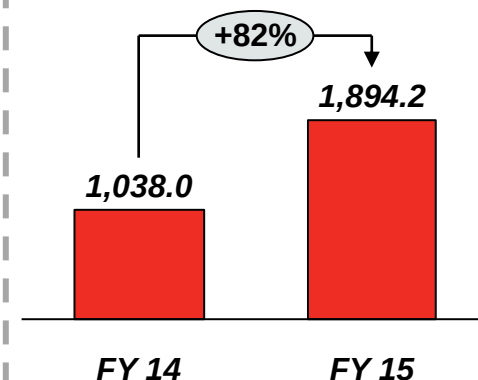
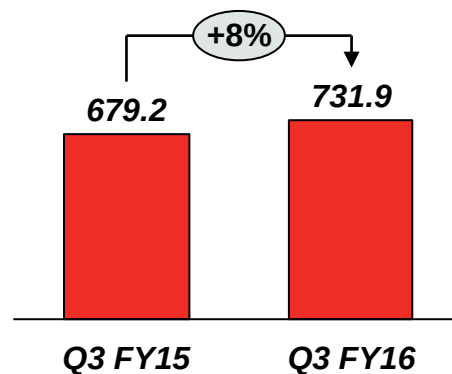
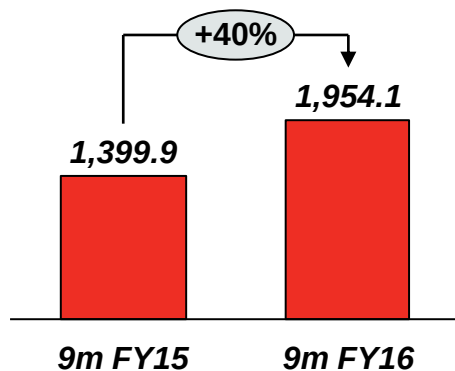
- Development of a township project at Adlabs Mumbai on the 170 acres of surplus land through a wholly owned subsidiary
- Opportunity to generate high cash flow

Key Financial Highlights

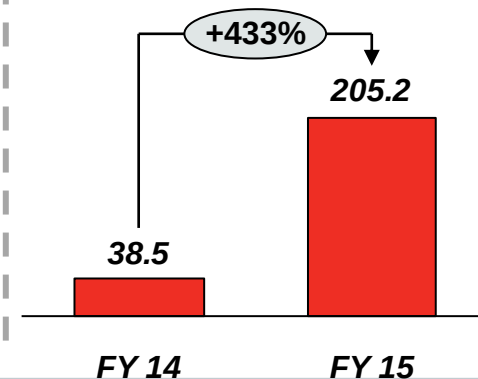
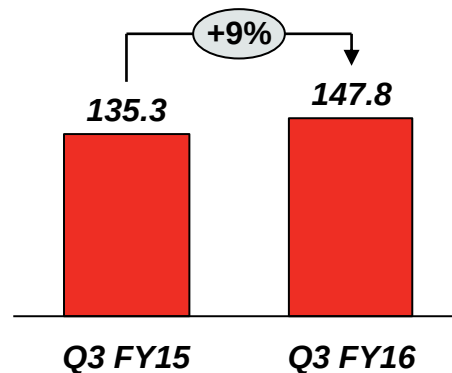
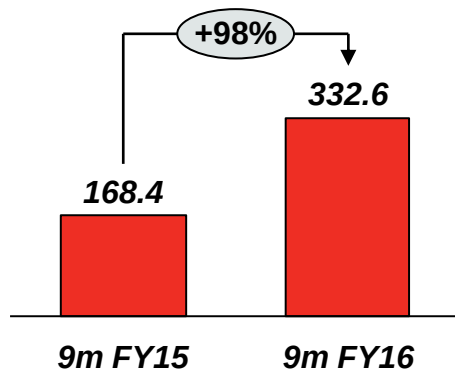
Footfalls (nos. in mn)



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)
Cash Profit	(14.0)	(19.4)		(86.5)	(187.9)

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)
Cash Profit	(274.1)	(222.3)

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		Particulars	Amount Rs. mn
Repayment of Debt	2,700.0	2,520.8	179.2	A	Fresh Issue	3,377.4
Issue Expenses	303.9	241.2	62.7		Offer for Sale	368.6
General Corporate Purposes	373.4	361.9	11.5	B	Initial Public Offering	3,746.0
					Less: Offer for Sale portion	368.6
Total	3,377.3	3,123.9	253.4	C	Total Net Fund Raised	3,377.3

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 :

Adlabs Entertainment Ltd.
CIN: U92490MH2010PLC199925

Mr. Rajesh Kalro
rajesh.kalro@adlabsentertainment.com

www.adlabsimagica.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya
kjigar@sgapl.net
+91-9920602034

www.sgapl.net
