



Adlabs Entertainment Limited

Investor Presentation - October 2016

Safe Harbour



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First and Only Global Scale Theme Destination in India



2013: Theme Park

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

2015: Novotel Imagica

287 keys family hotel to be managed under the name “Novotel Imagica Khopoli”

116 keys (Phase I) opened to public on 16th Sept 2015



2014: Water Park

A Mykonos theme based water park with **14** water slides and wave pools with an estimated daily capacity of **5,450** guest

2016: Snow Park

India's Largest Snow Park with **100%** natural snow



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...

- Imagica has positioned itself as a tourist zone consisting of
 - Weekend hill retreats nearby Lonavala & Kandhala (20 mins away)
 - Connectivity to the Navi Mumbai Airport (25 mins away)
 - Pilgrim circuit as Ashtavinayak tourism, located in close proximity to Pali & Mahad Ganapati (30 mins away)
 - Also beach tourism in Alibaug, Kashid, Murud (Just 60 mins away)
- Proximity to Mumbai & Pune, 2 of the biggest city's of Maharashtra
- Connected via Mumbai-Pune Expressway



- Located on the Mumbai Pune Expressway
- 1-2 hours drive from Mumbai and from Pune
- Pick up and drop off service from designated locations in Mumbai and Pune



- Located 6 kms from Khopoli station, serviced regularly by the Mumbai suburban train services
- Free shuttle services to and from the Khopoli station at designated intervals



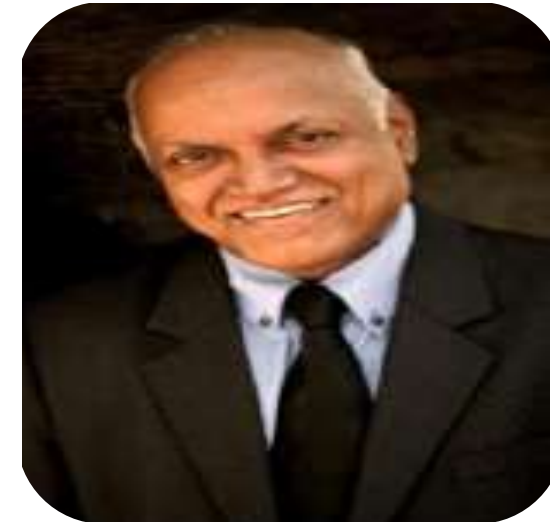
- Mumbai Airport at a distance of 79 kms
- Pune airport at a distance of 82 kms



...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...

**Col Austosh Kale,
Chief Operating Officer**

- Over two decades of experience in the safety and security largely serving the Indian Army
- He has worked with Go Air and has been awarded by United Nations



**Mr. Kapil Bagla,
Chief Executive Officer**

- Over two decades of experience
- Prior experience with Adlabs Films, Centrum Capital, Apple Industries and Larsen & Toubro



**Mr. Dhimant Bakshi,
Chief Revenue Officer**

- Over a two decade of experience in Retail
- Has worked with Future Group, Reliance Retail, Shoppers Stop, Globus & Piramyd Retail.



**Mr. Mayuresh Kore,
Chief Financial Officer**

- 14+ years of experience in Project Finance, Treasury and Investment Banking
- Has worked with Centrum Finance Limited and Adlabs Films Limited



An International Theme Destination in India



theme park • water park • snow park • hotel



theme park • water park • snow park • hotel



Integrated Theme Park Destination

An exciting opportunity for India

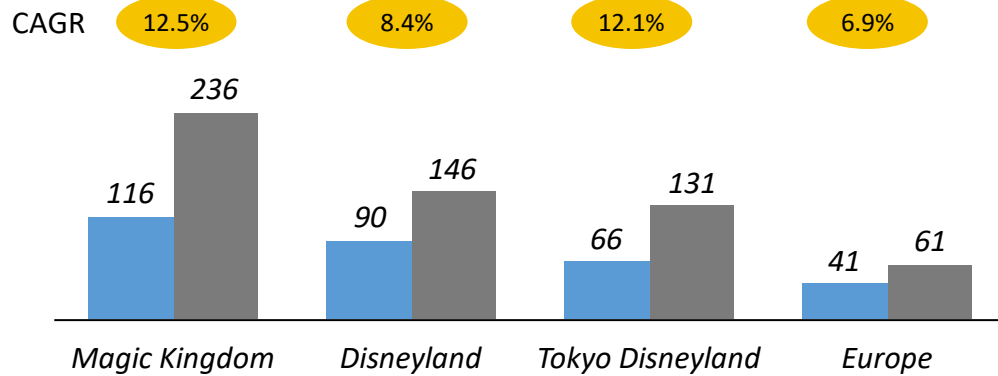


- Quality **Theme Parks across globe** have witnessed high footfalls and secular growth
- India lacks a High End family Entertainment Destination, Adlabs Imagica is a first and only such destination
- Burgeoning Indian middle class provide Favourable macroeconomic and demographic dynamics

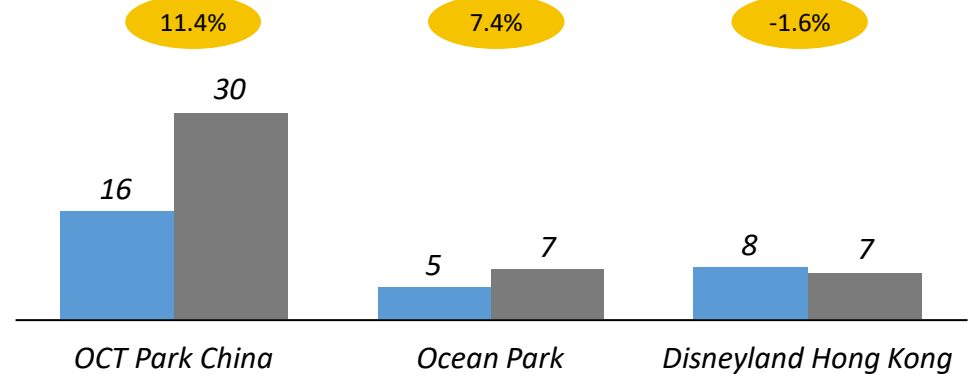
Theme Parks – Secular Growth Story



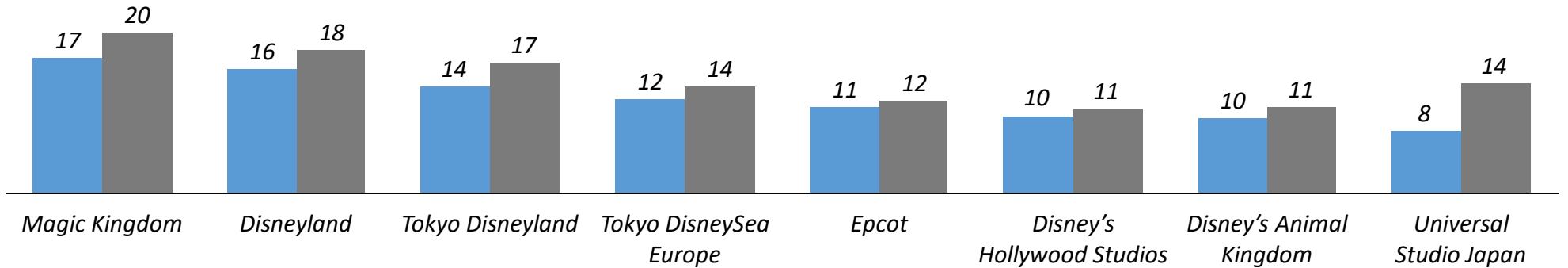
Regional attendance (top 10 parks)



Attendance at select Asian parks



Attendance at select global theme parks

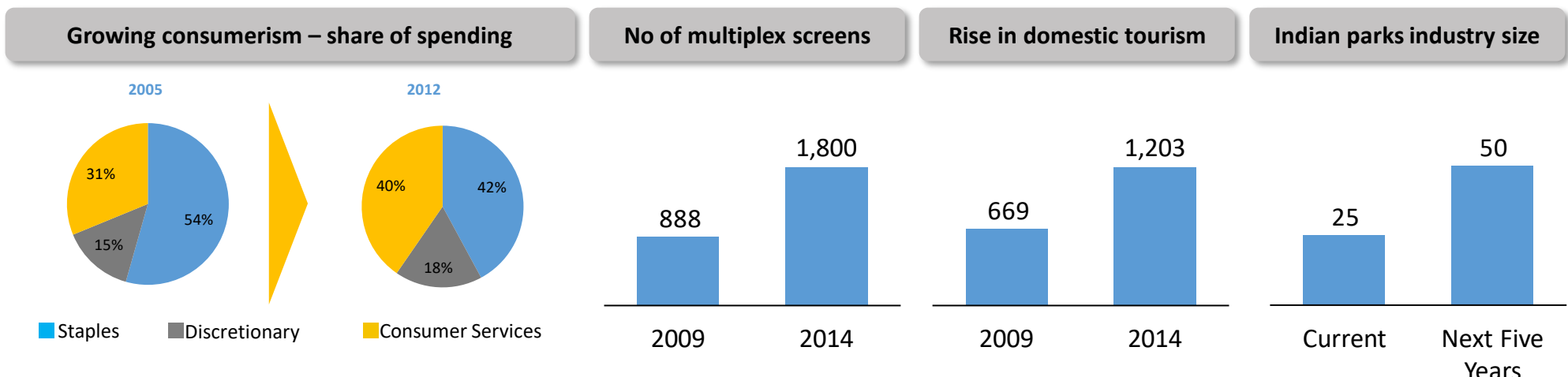
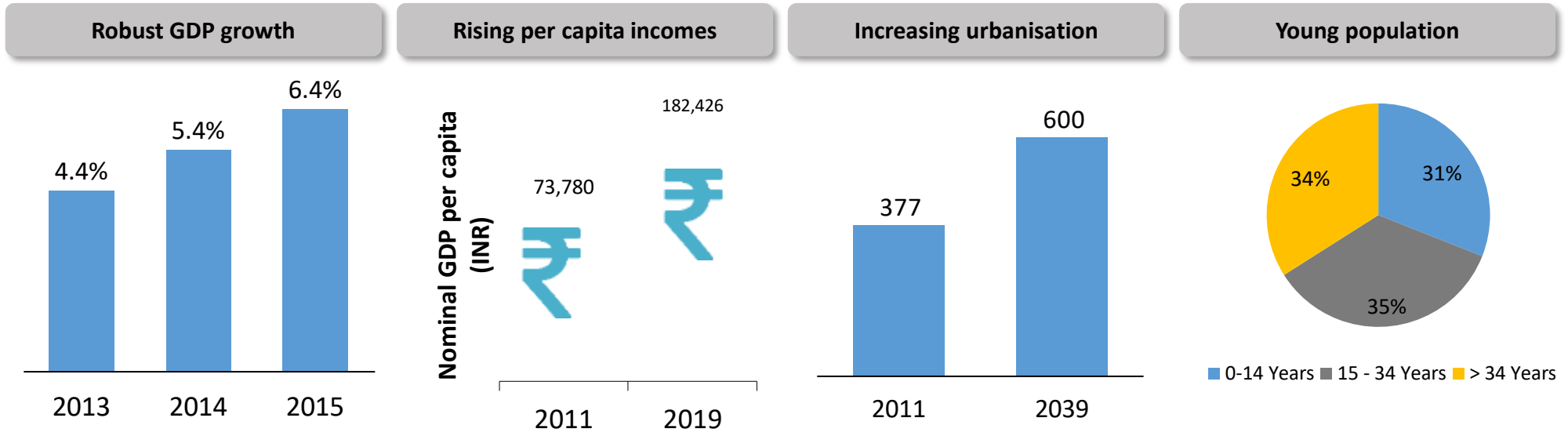


■ 2009 ■ 2015

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



Favourable macroeconomic and demographic dynamics in India



Source: India Brand Equity Foundation ('IBEF'), IHS, 2011 Census of India, IMAcS report, FICCI – KPMG report, India Tourism Statistics 2013, Corporate Catalyst Report on Tourism



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**



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

New Attractions

- To add 3-4 rides & attractions over the next 5 years, including 1 major ride every 2 year
- Snow Park opened for guest in first week of April '16

Increasing Entertainment Options

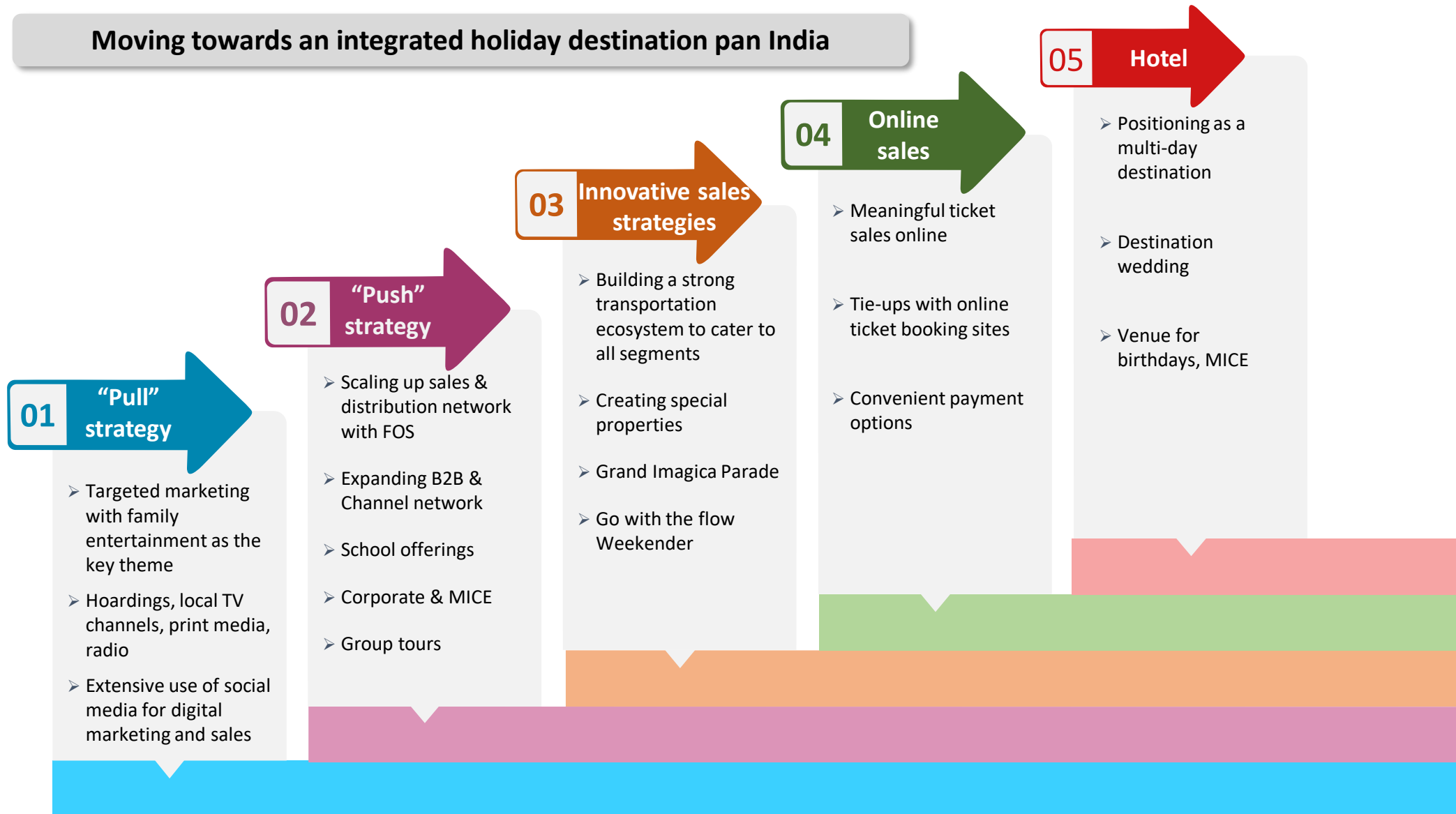
New Holiday Destinations

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

Sponsorships and alliances

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

Food & Beverages

- 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



Tie-up opportunities

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

Merchandise and Intellectual property

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



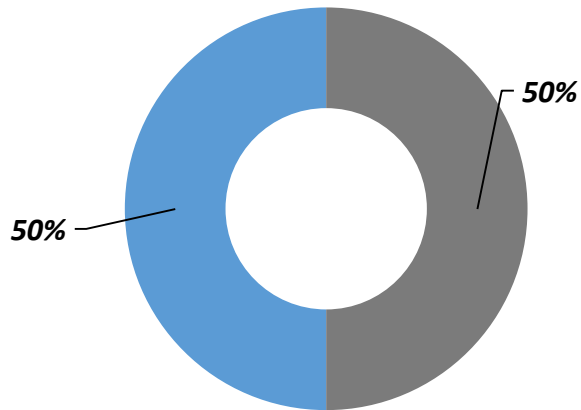
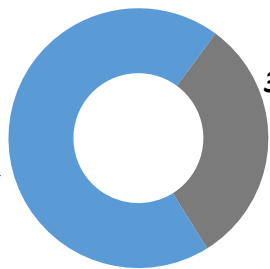
Growth Strategies



Walkin V/s Channel & Group Sales

In Next 2-3 yrs.

Q2FY17

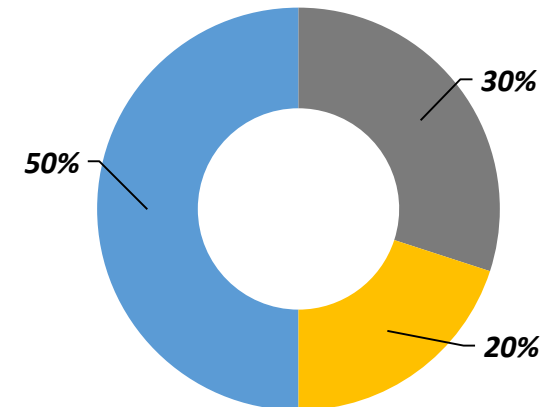
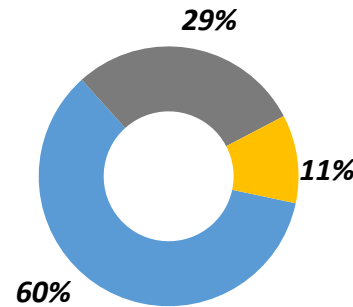


Walkin Channel & Group Sales

Catchment Area

In Next 2-3 yrs.

Q2FY17

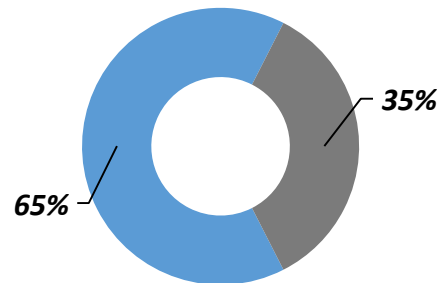
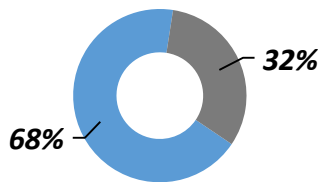


Mum + Pune ROI Guj + ROM

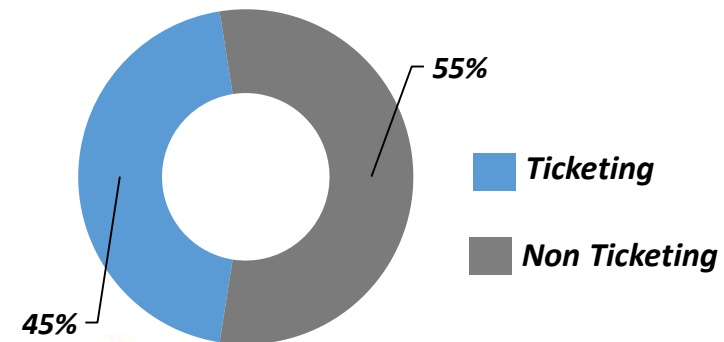
Ticketing & Non-Ticketing*

In Next 2-3 yrs.

Q2FY17



International



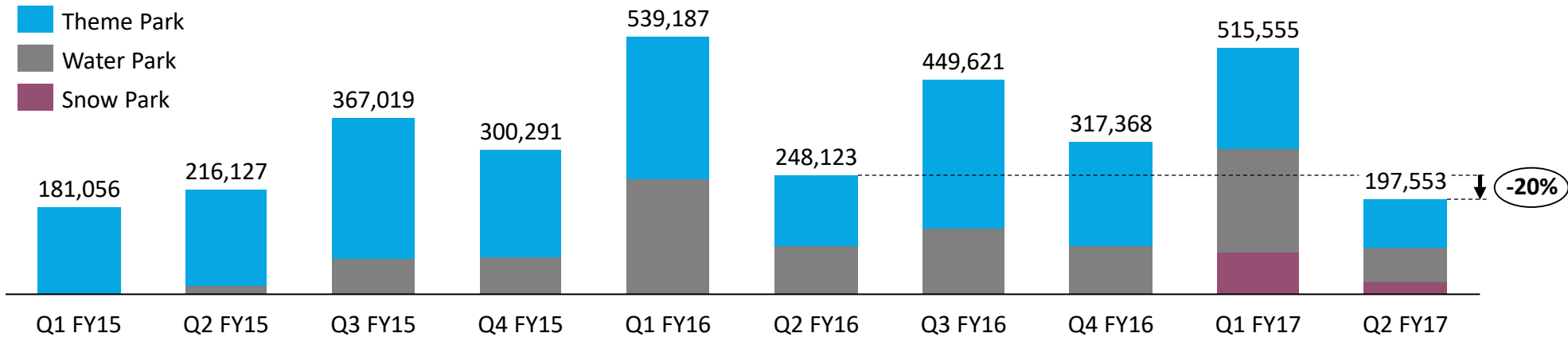
Ticketing Non Ticketing

* Excl. Hotel

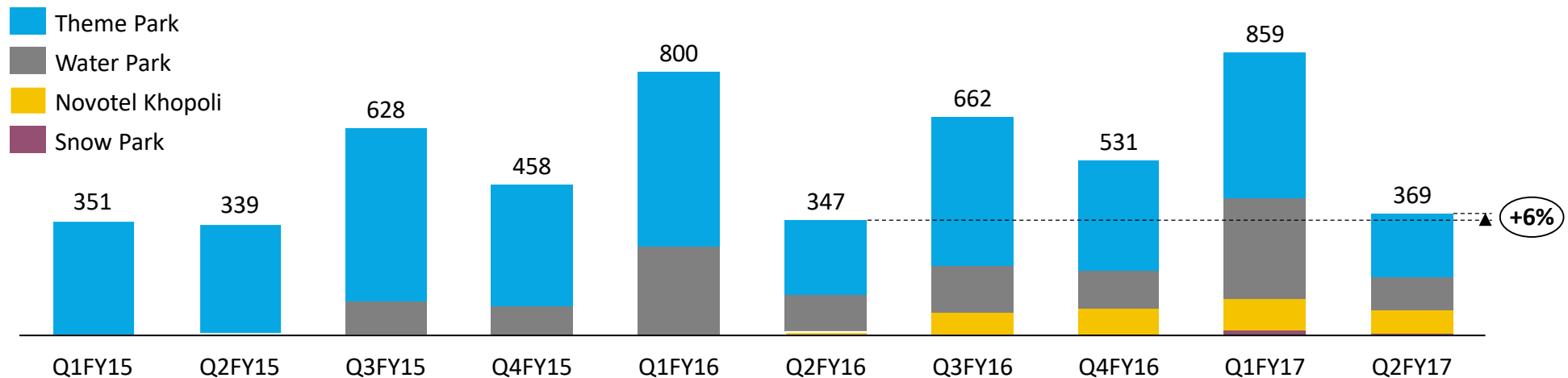


Growing Footfalls and Revenue

Total Number of Guests

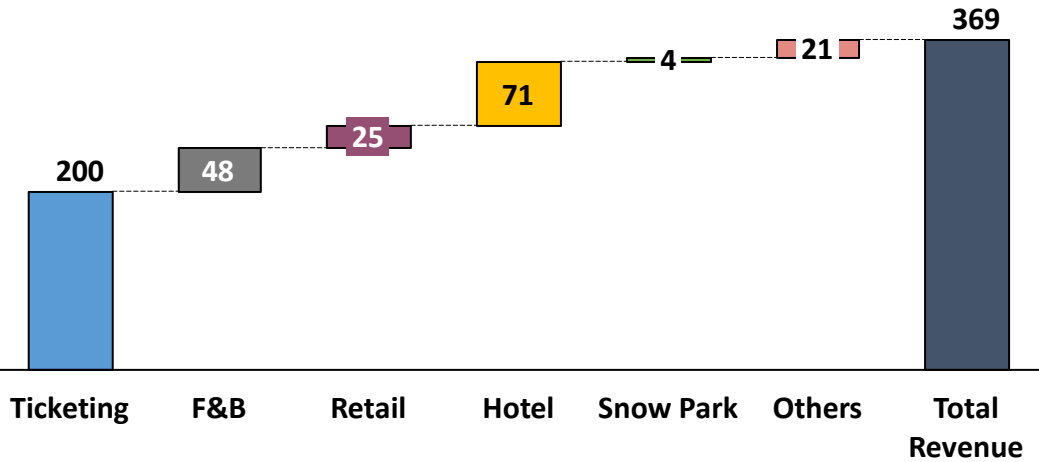


Total Revenue (in Rs. mn)

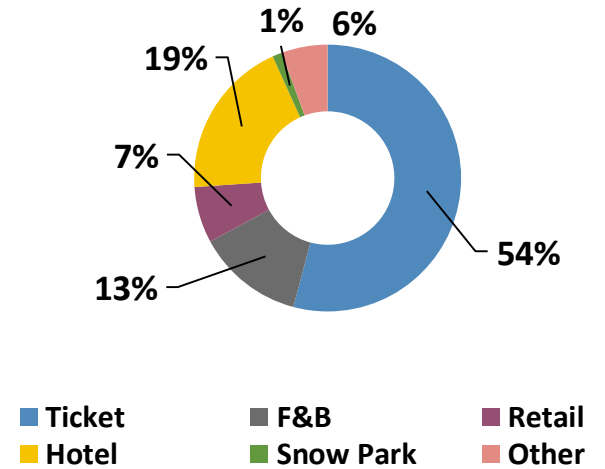


Revenue Break-up - Quarter

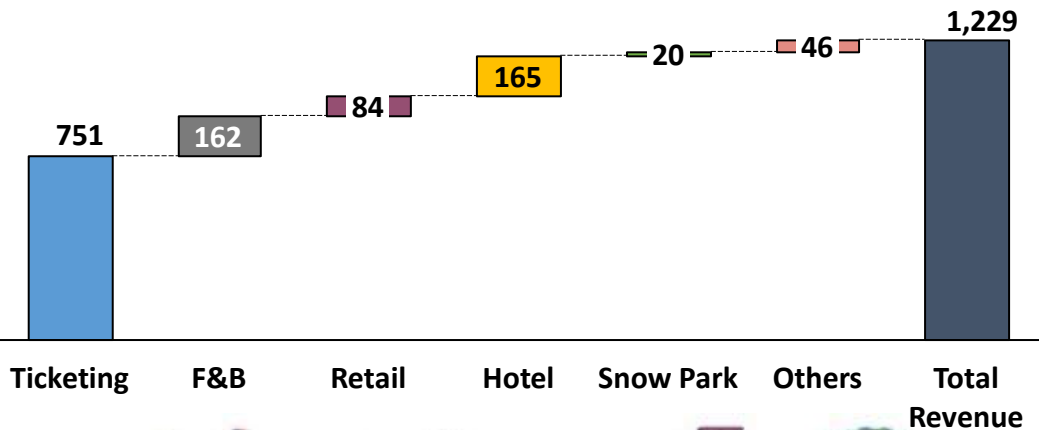
Q2FY17 Revenue Build-up (Rs. mn)



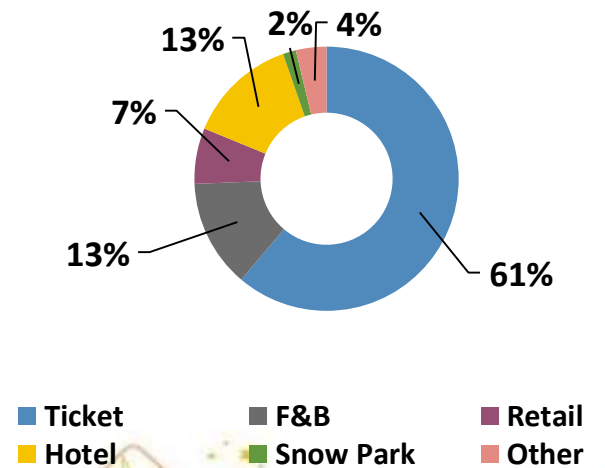
Q2FY17 Revenue Break-up



H1FY17 Revenue Build-up (Rs. mn)

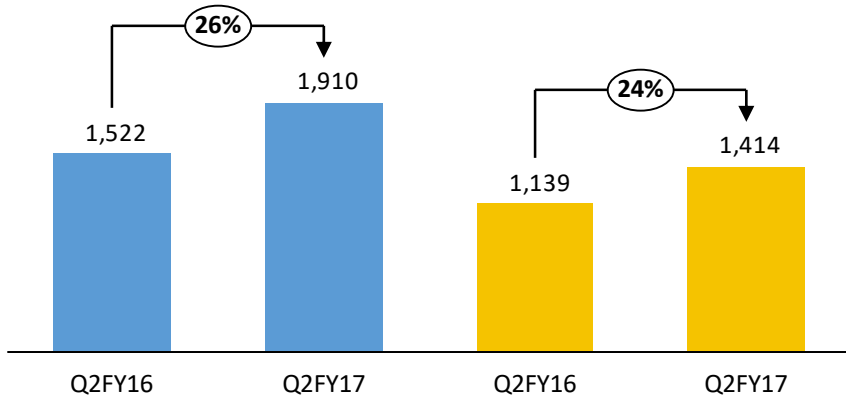


H1FY17 Revenue Break-up

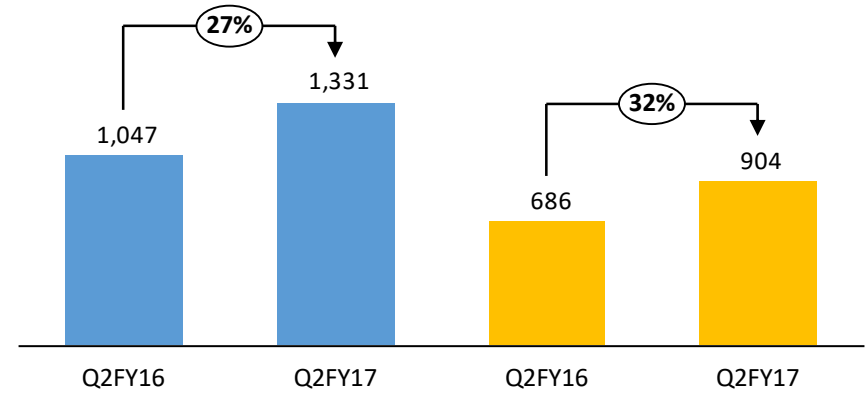


ARPU Break-Up - Quarter

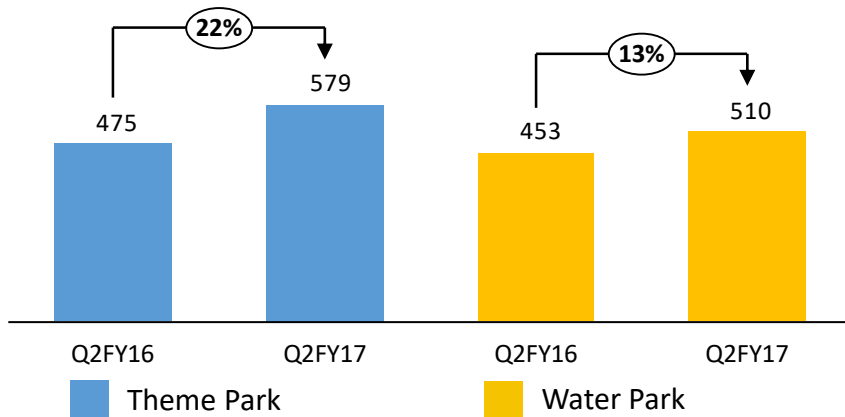
ARPU (Rs.)



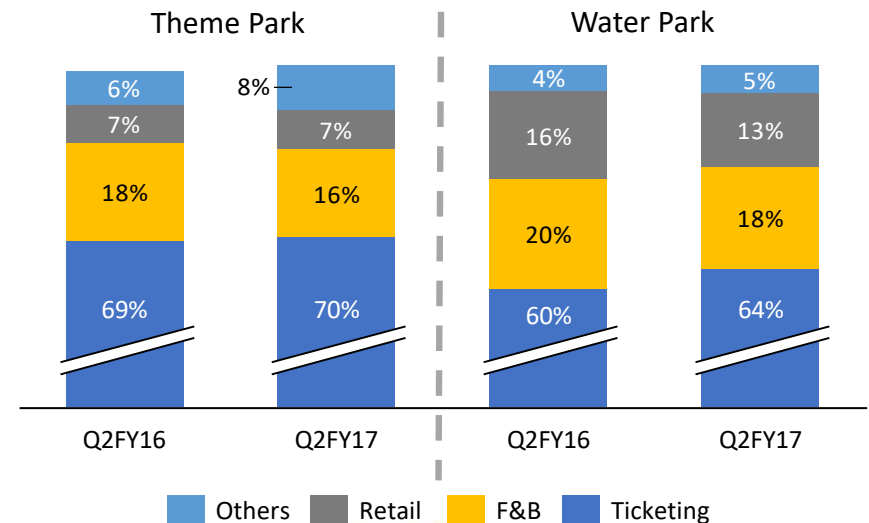
ARPU - Ticketing (Rs.)



ARPU - Non Ticketing (Rs.)

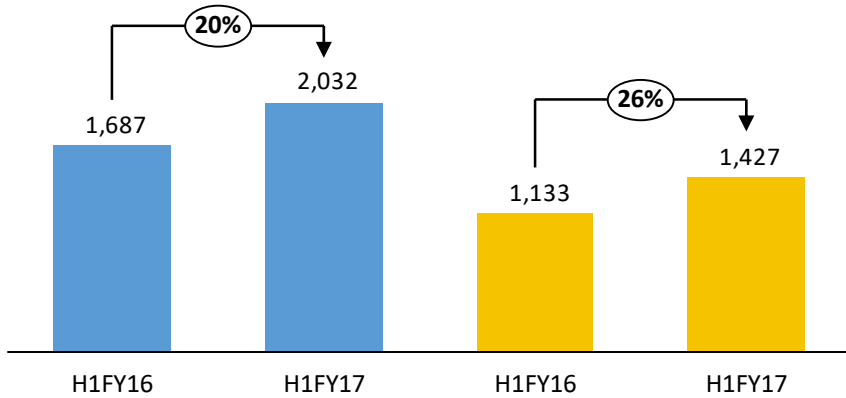


ARPU Break Up (%)

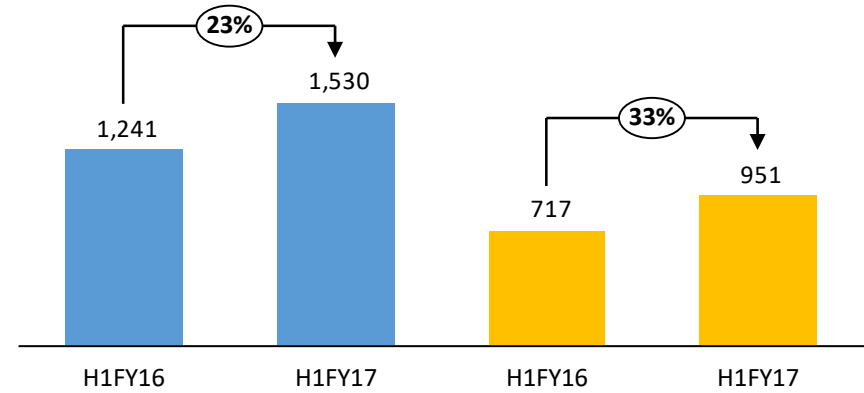


ARPU Break-Up – Half Year

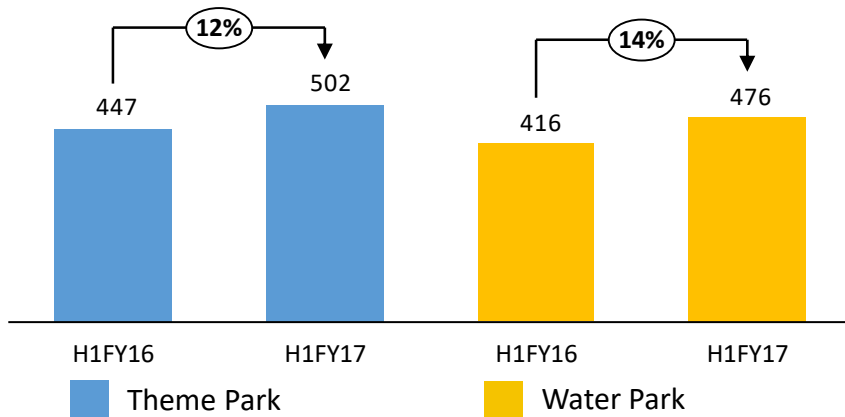
ARPU (Rs.)



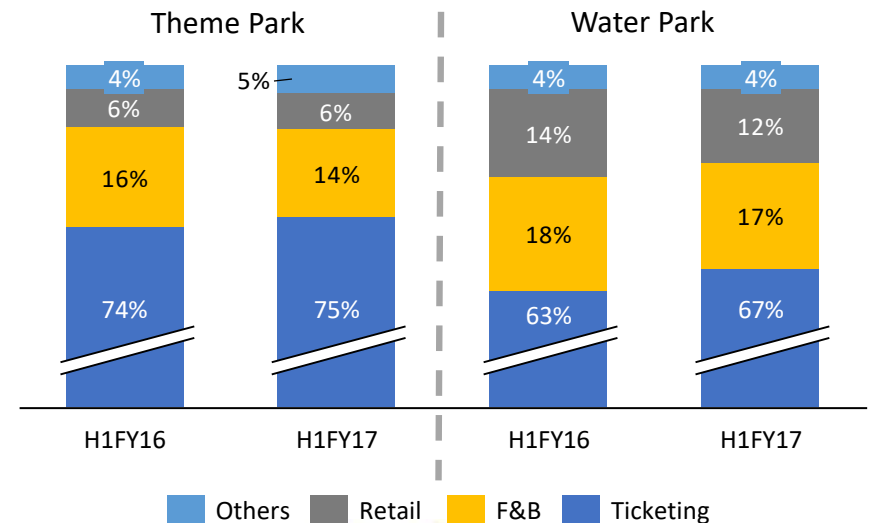
ARPU - Ticketing (Rs.)



ARPU – Non Ticketing (Rs.)



ARPU Break Up (%)



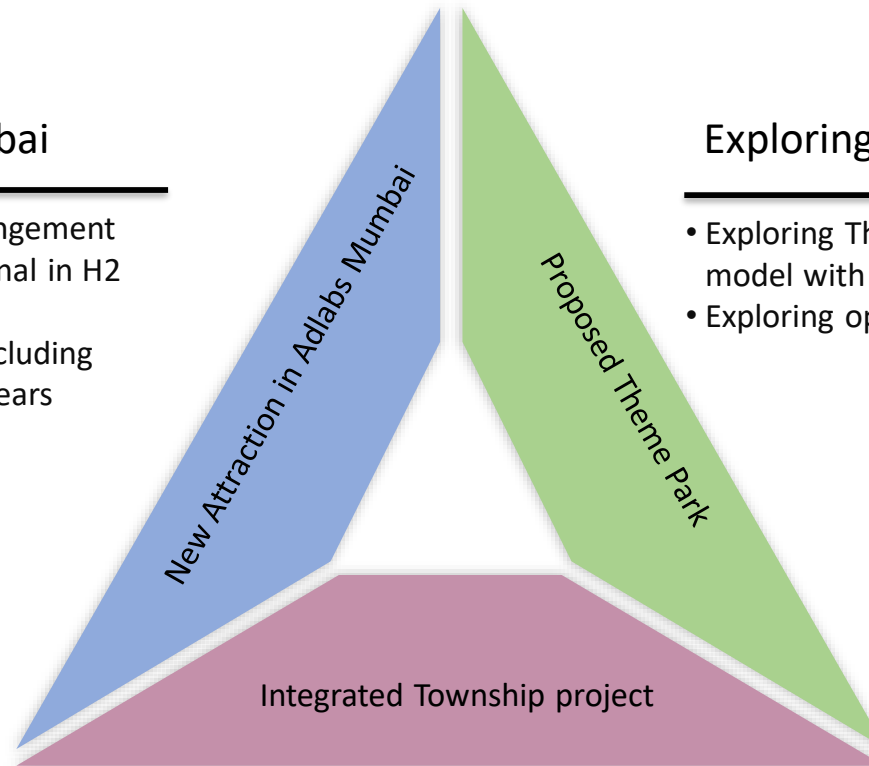
Medium Term Strategies

New Attraction at Adlabs Mumbai

- 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

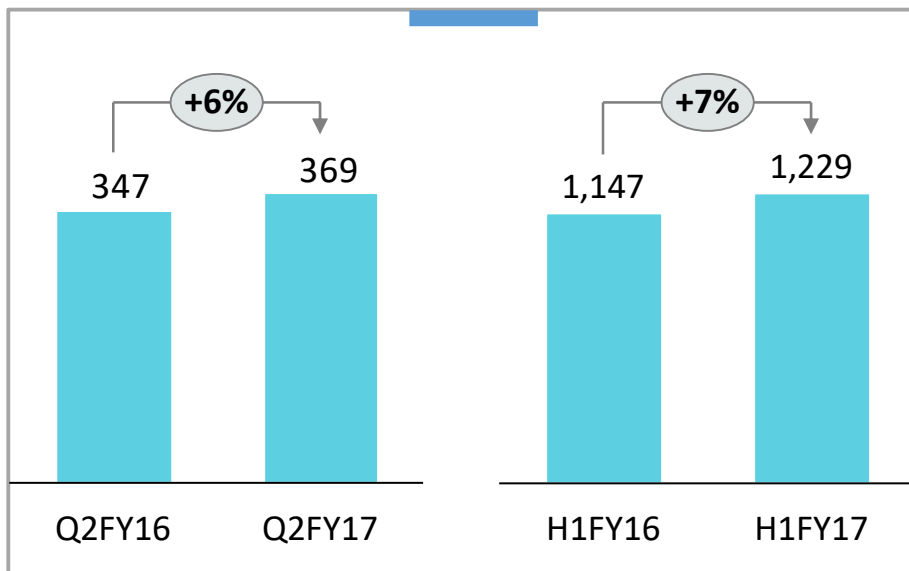
- Development of a township project at Adlabs Mumbai on the 170 acres of surplus land through a wholly owned subsidiary
- Signed Lol with Rustomjee & Axis Spaces
- Opportunity to generate high cash flow



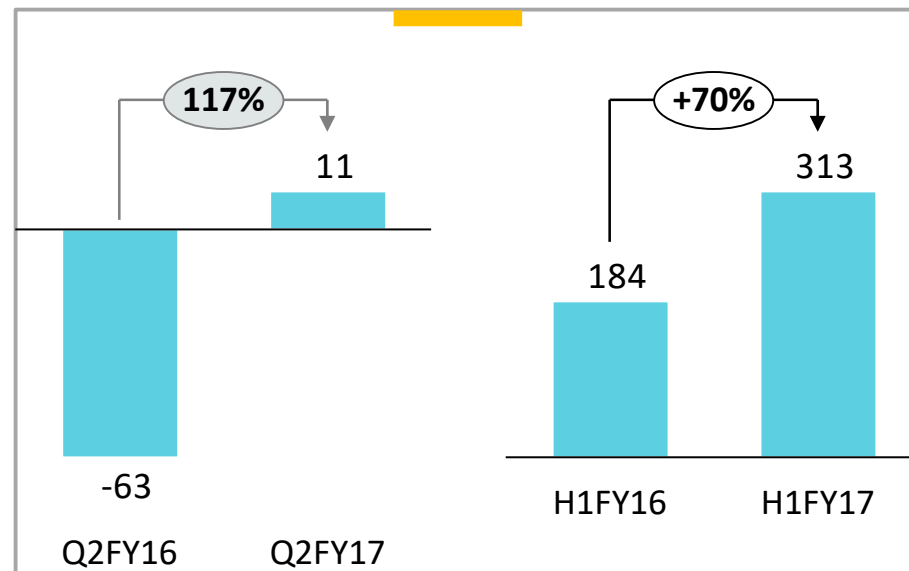
Key Financial Highlights



Revenue (Rs. mn)



EBITDA (Rs. mn)



Management Commentary



- Revenue grew by 6% and EBITDA by 117% YoY in Q2 FY17
 - Business in Q2FY17 was affected by the severe and long sustained monsoon in western India; particularly in the Mumbai-Pune and Gujarat region - our primary markets.
- Overall ARPU grew by 25% yoy for Q2FY17
 - ARPU grew by 26% in Theme Park and 24% in Water Park
- Ticketing ARPU improved by 28% YoY
 - Consistent focus of management to improve pricing
 - Discontinuation of low ARPU products like 'Happy Tuesday', Wat-A-Wednesday, etc
 - Ticket pricing moving towards plus tax model
- Since opening in April '16, our latest attraction Snow Park has received an over whelming response
 - Entertained ~1.13 lac guest in H1 FY 17
- Avg. occupancy of ~73% at Novotel Imagica with ARR of Rs. 10,500+ incl. F&B for H1FY17
 - Average ARR of Rs. 6,500+



Recent Updates



- **LoI signed with Rustomjee and Axis Spaces**

- LoI signed with Rustomjee & Axis Spaces for the development of 88 Acres of Surplus land (for which we have already received locational clearance approval for township development)
- The LoI provides that the developer will do the development, marketing and sales of the residential township under the Rustomjee Brand name and a detailed joint development agreement with developer will be entered shortly
- Walkwater Properties Pvt. Ltd., (wholly owned subsidiary of the company) will be entitled to a revenue share in the said development
- We are also in the process for taking approval for balance surplus land under Special Township Policy 2006/ 2014, Govt. of Maharashtra



Profitability Statement – Quarter



Particulars (Rs. mn)	Q2 FY17	Q2 FY16	YoY
Footfall* (Nos.)	1,97,553	2,48,123	-20%
Revenue	369.2	346.7	6%
Raw Material	39.4	38.5	3%
Advertisement, sales and marketing expenses	49.0	84.6	-42%
Employee benefits expense	137.8	149.1	-8%
Repairs and Maintenance	25.4	32.0	-21%
Power, fuel and water	38.4	35.5	8%
Other expenses	68.4	70.2	-3%
EBITDA	10.7	-63.1	-
EBITDA Margin	2.9%	-18.2%	-
Other Income	1.7	5.0	-65%
Depreciation	243.1	215.1	13%
Finance Cost	298.4	270.3	10%
Profit Before Tax	-529.0	-543.6	-
Tax	-89.5	-189.2	-
Profit after Tax	-439.5	-354.4	-
Other Comprehensive Income	3.3	0.6	-
Total Comprehensive Income	-436.3	-353.8	-

* Excl. Hotel



Profitability Statement – Half Year



Particulars (Rs. mn)	H1 FY17	H1 FY16	YoY
Footfall* (Nos.)	6,24,394	7,87,310	-21%
Revenue	1,228.7	1,146.8	7%
Raw Material	120.1	113.3	6%
Advertisement, sales and marketing expenses	200.0	227.5	-12%
Employee benefits expense	293.8	303.9	-3%
Repairs and Maintenance	54.1	74.5	-27%
Power, fuel and water	86.4	77.3	12%
Other expenses	161.2	166.2	-3%
EBITDA	313.0	184.1	70%
EBITDA Margin	25.5%	16.0%	
Other Income	4.1	40.1	-90%
Depreciation	485.9	422.9	15%
Finance Cost	590.3	543.6	9%
Profit Before Tax	-759.0	-742.4	-
Tax	-127.2	-232.7	-
Profit after Tax	-631.8	-509.6	-
Other Comprehensive Income	1.1	0.7	
Total Comprehensive Income	-630.7	-508.9	

* Excl. Hotel



Profitability Statement – Full Year



Particulars (Rs. mn)	FY16	FY15
Footfall* (Nos.)	1,554,199	1,064,492
Revenue	2,339.8	1,779.8
Raw Material	247.9	161.1
Advertisement, sales and marketing expenses	425.3	333.5
Employee benefits expense	595.4	479.1
Repairs and Maintenance	139.7	70.9
Power, fuel and water	165.1	134.2
Other expenses	365.3	395.8
EBITDA	401.2	205.2
EBITDA Margin	17.1%	11.5%
Other Income	166.8	18.3
Depreciation	877.1	797.5
Finance Cost	1,106.0	1,145.7
Profit Before Tax	-1,415.2	-1,719.6
Tax	-503.9	-648.0
Profit after Tax	-911.3	-1,071.6

* Excl. Hotel



Balance Sheet



Rs. Mn	Sep-16	Mar-16
Equity	5,537.1	6,169.4
Equity Share Capital	799.0	799.0
Other Equity	4,738.1	5,370.5
Non-Current Liabilities	9,980.4	9,597.6
Financial Liabilities		
- Borrowings	9,944.4	9,571.2
- Trade payables	6.0	0.0
Long-term provisions	30.0	26.4
Current Liabilities	1,083.3	1,117.7
Financial Liabilities		
- Borrowings	351.3	461.9
- Trade payables	270.6	316.0
- Other Financial Liabilities	171.5	94.9
Other current liabilities	285.2	240.6
Short-term provisions	4.7	4.3
Total Equity & Liabilities	16,600.8	16,884.8

Rs. Mn	Sep-16	Mar-16
Non-Current Assets	16,205.8	16,276.7
Fixed Assets		
- Property, plant and equipment	12,473.0	12,897.5
- Capital work- in-progress	855.5	608.1
- Other intangible assets	292.2	309.3
- Intangible assets under development	0.0	3.3
Financial assets		
- Non-Current investments	1,061.9	1,061.9
- Long-term loans and advances	66.8	66.8
Deferred tax Assets (net)	1,422.6	1,295.4
Other Non-Current Assets	33.9	34.6
Current Assets	394.9	608.1
Inventories	135.2	123.7
Other Financial Assets		
- Trade receivables	53.0	37.7
- Cash and cash equivalents	96.3	202.6
- Short-term Loans and Advances	0.3	1.1
- Others	88.9	225.0
Current tax assets	21.2	17.9
Total Assets	16,600.8	16,884.8



Positive Momentum



01

~3.5 mn

Achieved a milestone of entertaining ~4 mln guest since launch

02

14,128

Highest single day footfall of 14,128 at Imagica in December '15

03

60%

Avg. occupancy of ~60% at Novotel Imagica with ARR of Rs. 11,000+ in Q2FY17

04

30%+

Non-catchment including Gujarat activation has resulted in 20% contribution for H1FY17

05

4,800+

Over 1,860 agents added since April 2015
Total Agents base over 4,800

06

5+

We have initiated marketing coverage beyond catchment

07

2,80,000+

Mobile APP launched on Android & IOS. Current downloads over 2.8 lakh

08

20%+

Digital Sales as % to overall ticket sales

09

~20%

Repeat Footfalls
More than 1 time visit: 16%
More than 2 times visit: 4%



Awards & Recognitions



- OTM Award for Excellence
 - Most Promising New Destination Award, 2015
- Voted among the Top 10 Amusement parks in Asia
- Tripadvisor’s Traveller’s Choice Award 2015
- Tripadvisor’s Certificate of Excellence 2015
- TRA Research
 - India’s Most Attractive Brands 2015 – Entertainment category
- IAAPI Awards 2016
 - Print Media – Winner
 - Electronic Media – TV Channel – Winner
- Hotel Investment Conference South East Asia
 - Novotel Imagica Khopoli Awarded the Best New Hotel of the Year – *“Upper Mid Scale Segment”*
- Imagica gets ISO certified for Integrated Management Systems by Bureau Of Indian Standards (BIS)
 - Quality Management System- IS/ISO 9001:2008
 - Environmental Management System-IS /ISO 14001:2004
 - Occupational Health and Safety Management system – IS 18001:2007



For further information, please contact:

Company :

Adlabs Entertainment Ltd.
CIN: L92490MH2010PLC199925

Mr. Rajesh Kalro
rajesh.kalro@adlabsentertainment.com

www.adlabsimagica.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya / Mr. Ayush Jain
jigar.kavaiya@sgapl.net / ayush.jain@sgapl.net
+91-9920602034 / +91-9769710778

www.sgapl.net

