

Adlabs Entertainment Ltd.

Investor Presentation – August 2015



Safe Harbour



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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) expected to be completed by Q2FY16



Integrated One-Stop Family Entertainment Destination

International Theme Concept...

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



BOLLIGER & MABILLARD



...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

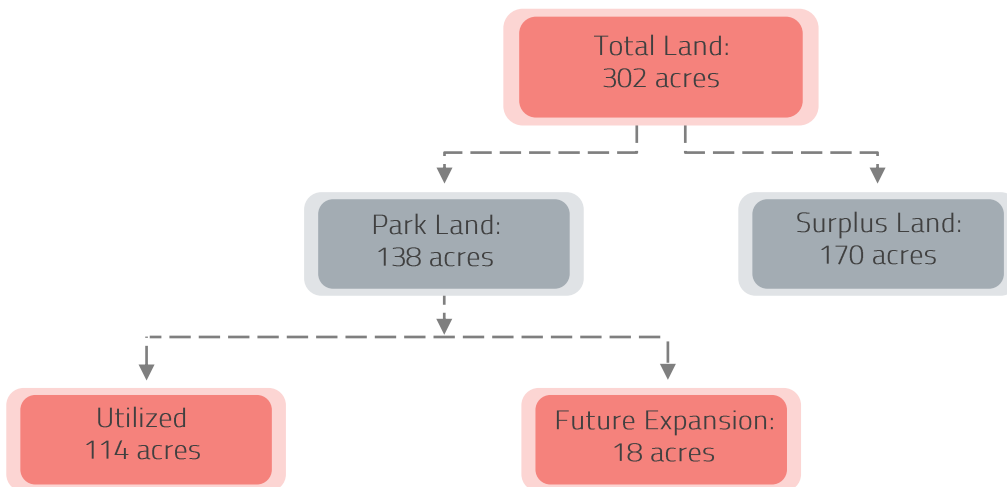
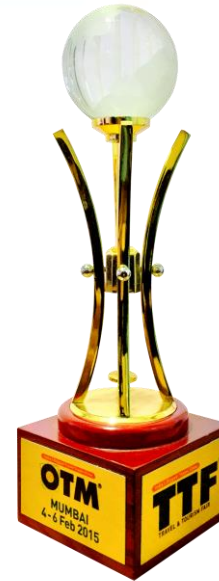
International
Quality

- 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

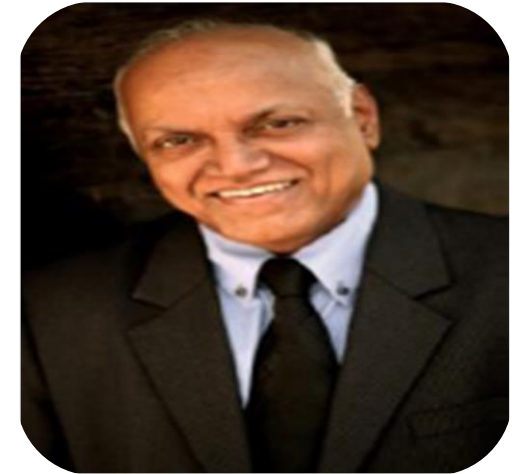
...Evolving into India's First Holiday Destination...



- ✓ 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



Vincent Pijnenburg
COO

- Over two decades of experience
- Has worked in amusement parks and theme parks in four continents
- Prior experience with Efteling, KIDZ S.A.L., EMAAR Retail LLC
- Holds a bachelor's degree in Engineering in International Aviation Management



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



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



Anirudh Kalia
VP Sales

- Over a decade of experience in various industries such as telecom and consumer services.
- Has held leadership positions at Tata Teleservices and Shell Gas India Limited
- Along with MBA from the Institute of Management Studies, DAVV, Indore.



Col. Ashutosh Kale
VP Safety & Security

- 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

Pre-IPO Investors



Few Large Investors *

- Bajaj Allianz Life Insurance
- HDFC Standard Life Insurance
- ICICI Bank
- Integrated Core Strategies Asia PTE
- Kotak Mahindra Bank
- Kotak Mahindra Old Mutual Life Insurance
- SBI Mutual Fund
- Reliance Mutual Fund
- Sundaram Mutual Fund

* As on June 30, 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!



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

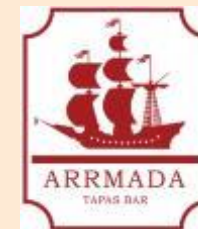
25 rides and attractions developed in line with leading theme parks globally to appeal to Indian culture and sensibilities of all age group



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



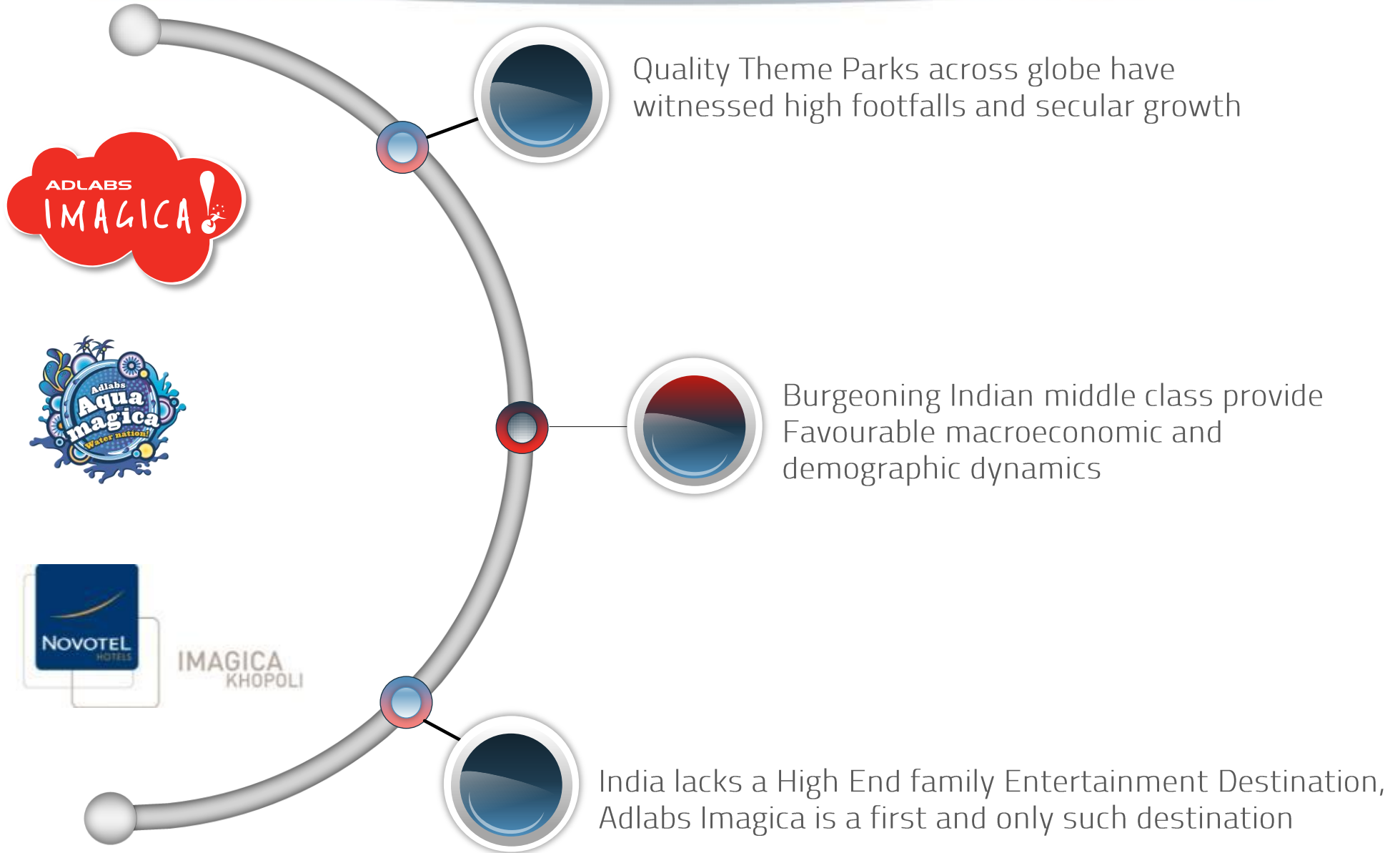
Operations

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



Integrated Theme Park Destination

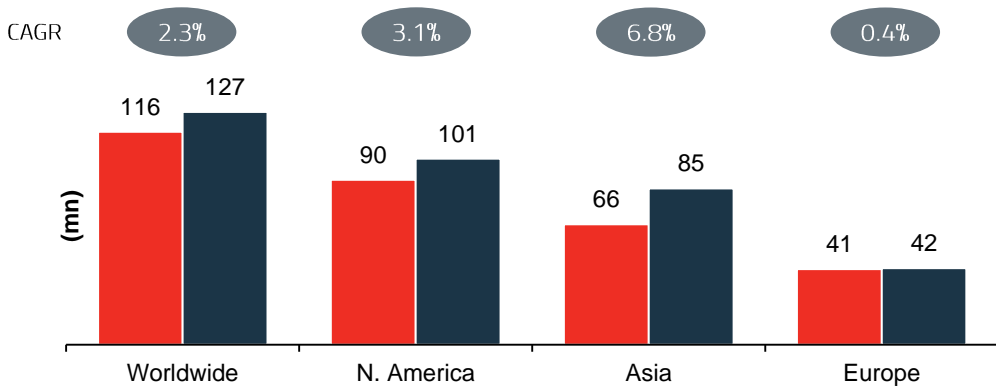
An exciting opportunity for India



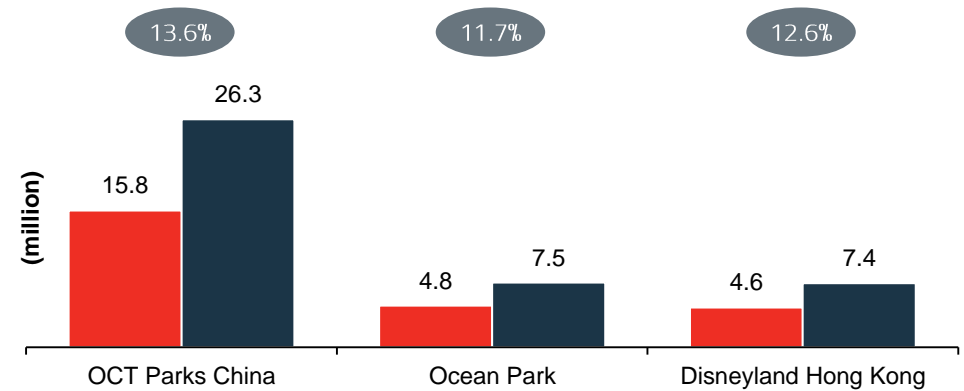
Theme Parks – Secular Growth Story



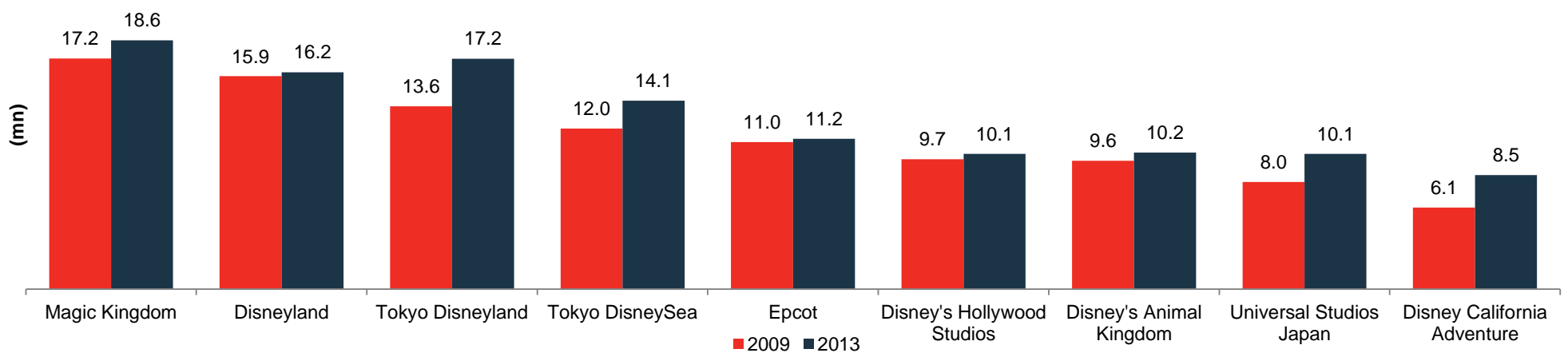
Regional attendance (top 10 parks)



Attendance at select Asian parks



Attendance at select global theme parks

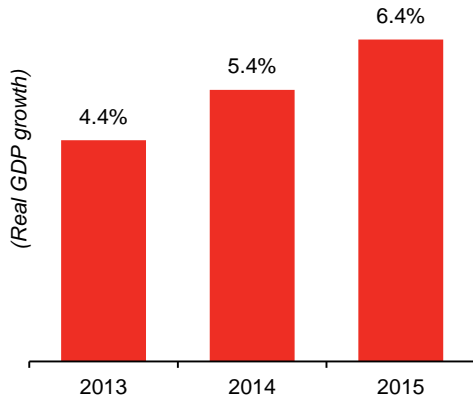


Large format parks have visitors in excess of 8-9 million per annum

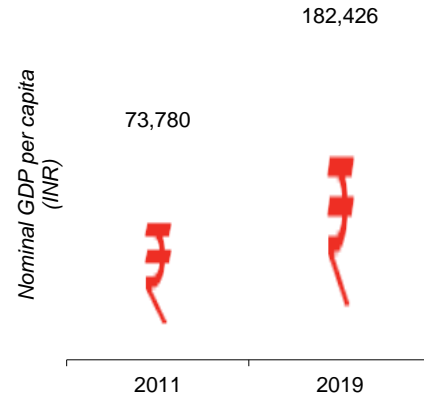
Favourable macroeconomic and demographic dynamics in India



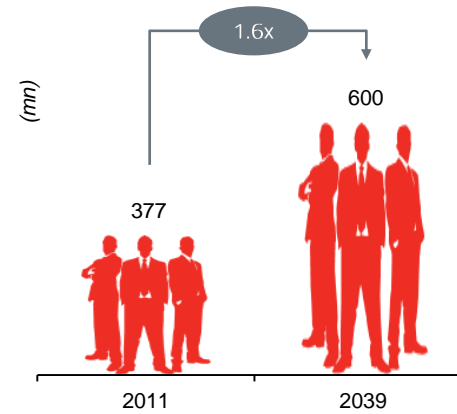
Robust GDP growth



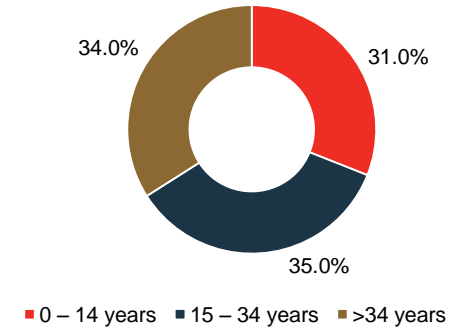
Rising per capita incomes



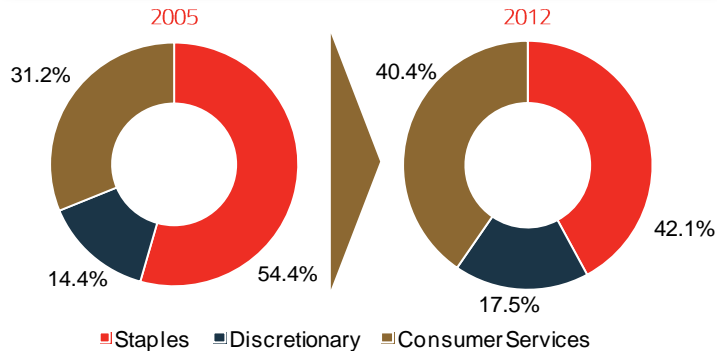
Increasing urbanisation



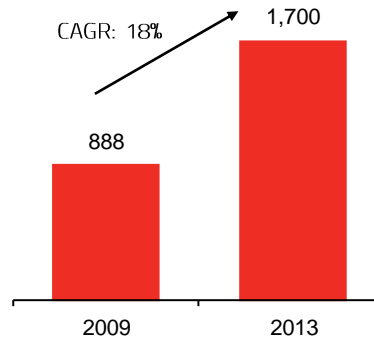
Young population



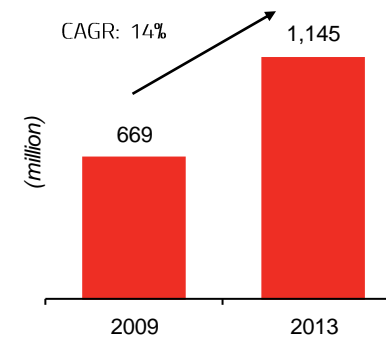
Growing consumerism – share of spending



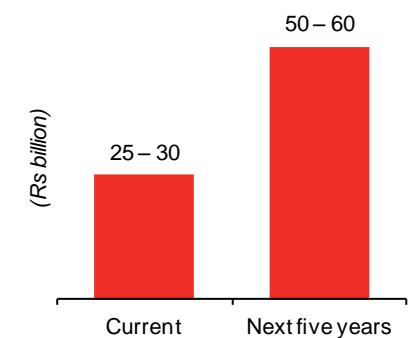
No of multiplex screens



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

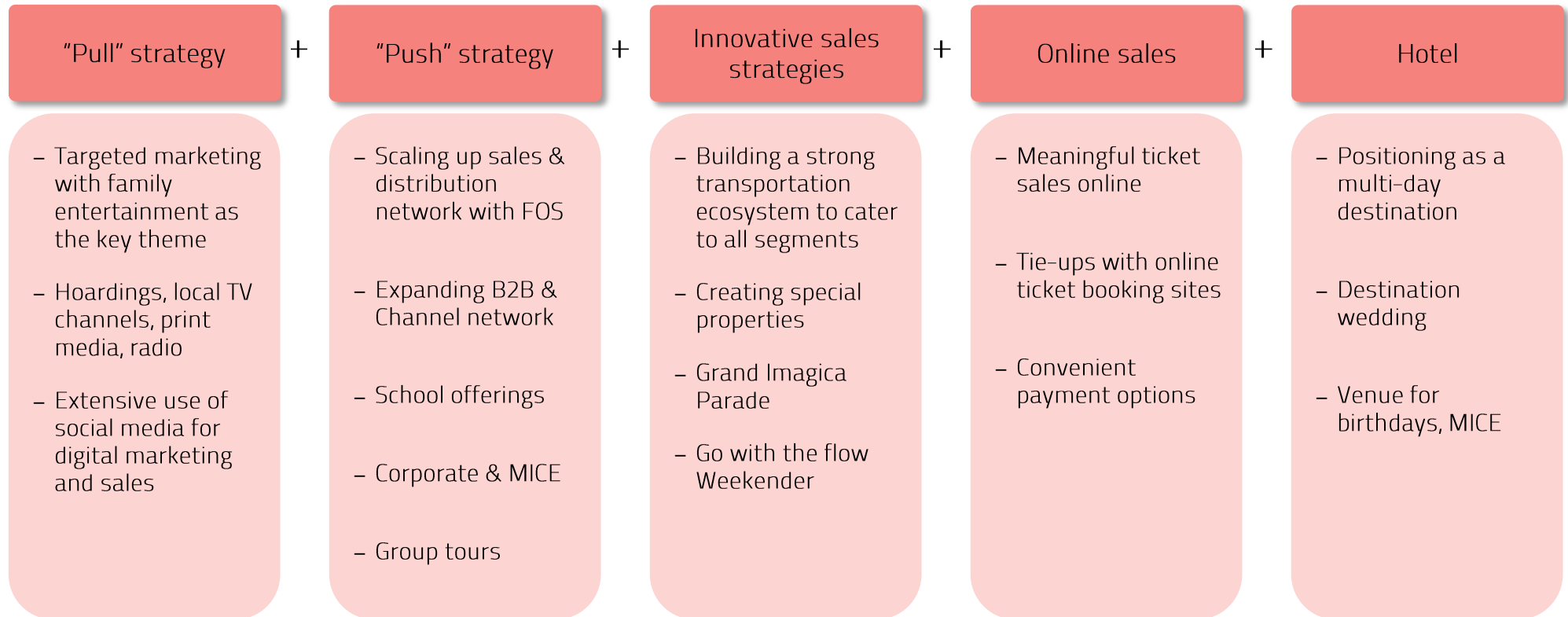
New Attractions

- 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

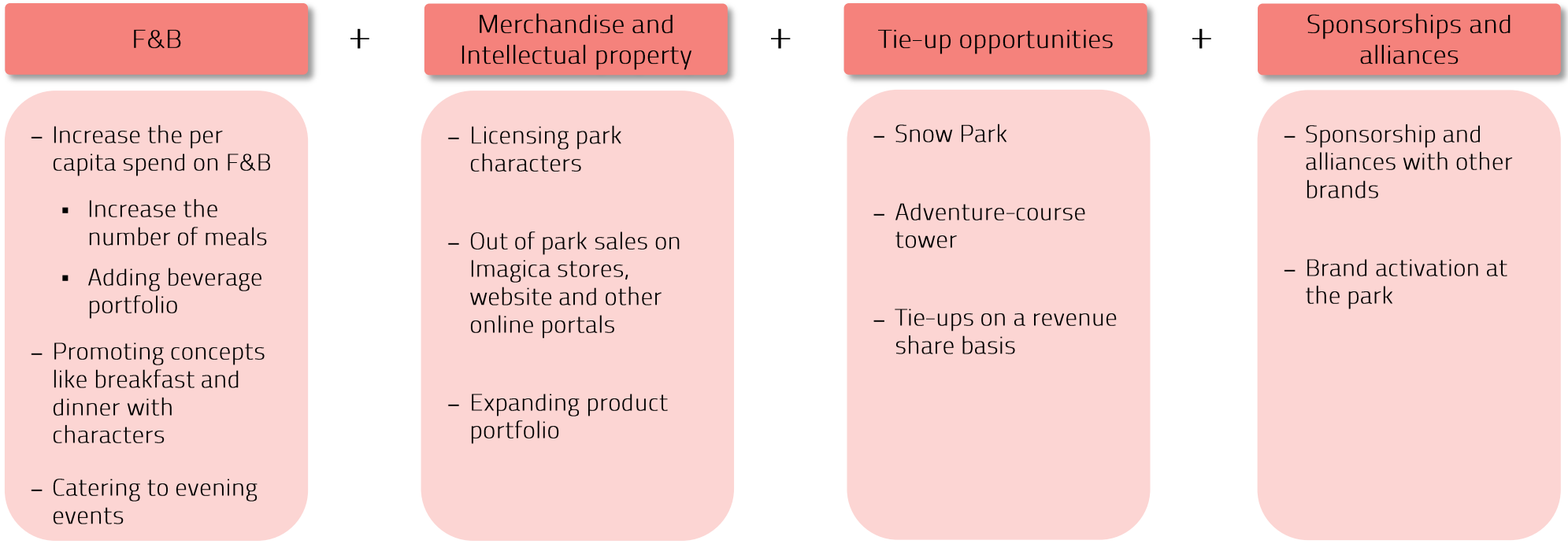
Intend to set up integrated holiday destinations in other locations in India, either through parks owned and operated by us or through a partnership or a franchise model

Multi pronged approach to increase visitors



Moving towards an integrated holiday destination pan India

Avenues to enhance non-ticketing revenues

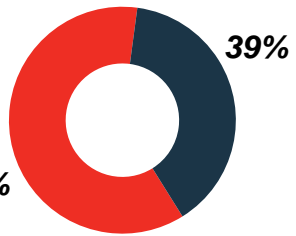


Significant opportunity to increase non-ticketing revenue

Growth Strategies

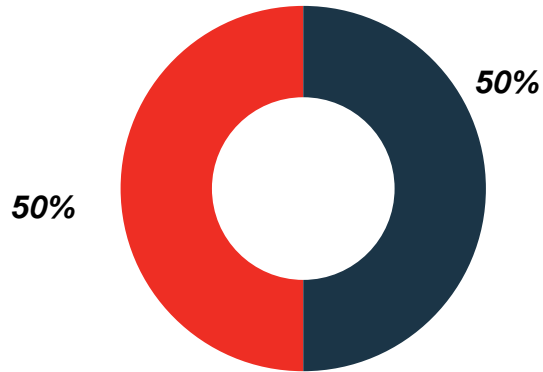
Walkin V/s Channel & Group Sales

Currently



Walkin

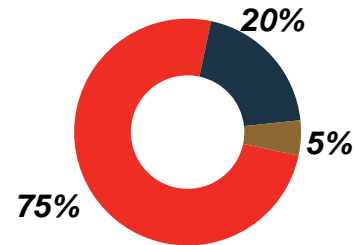
In Next 2-3 yrs.



Channel & Group Sales

Catchment Area

Currently

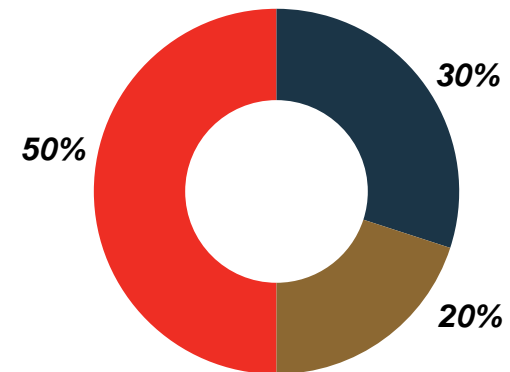


Mum + Pun

ROI

Guj + ROM

In Next 2-3 yrs.



Ticketing & Non-Ticketing

Current



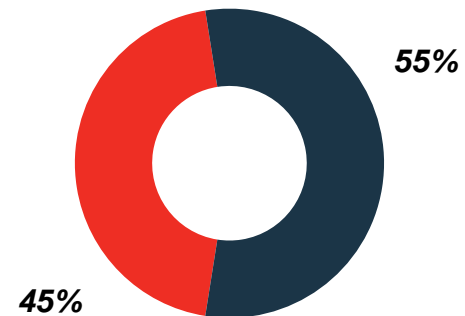
In Next 2-3 yrs.



Ticketing

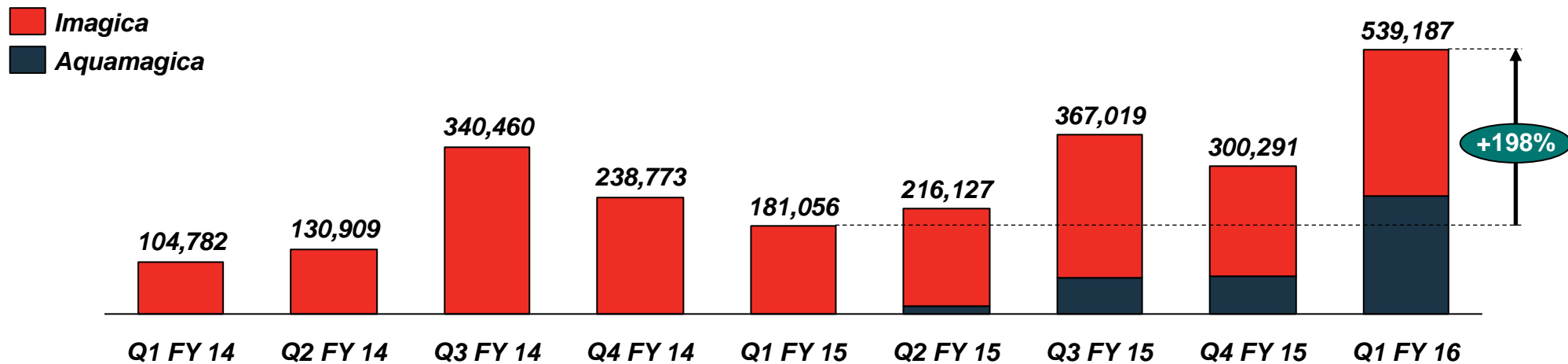
Non Ticketing

International

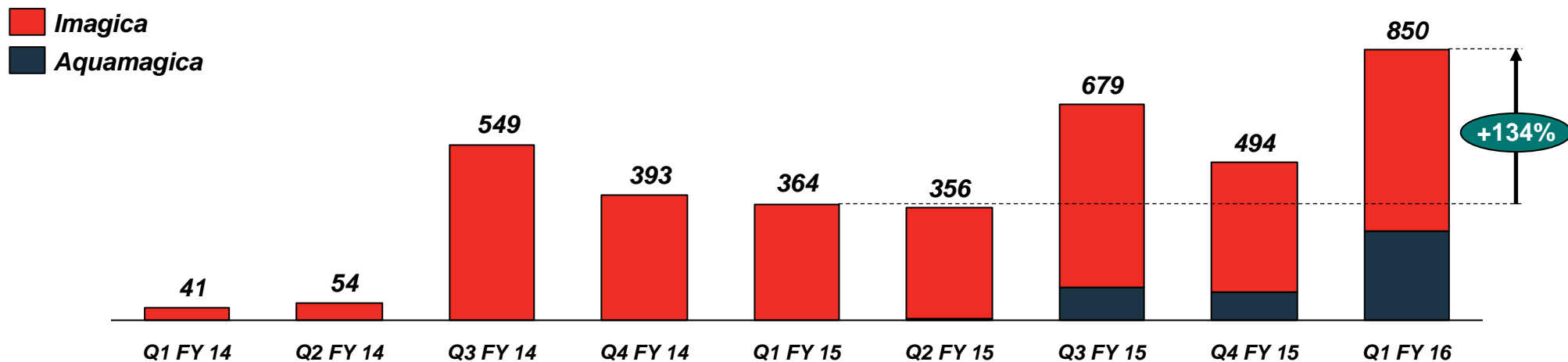


Growing Footfalls & Revenue

Total No. Of Guests (nos.)

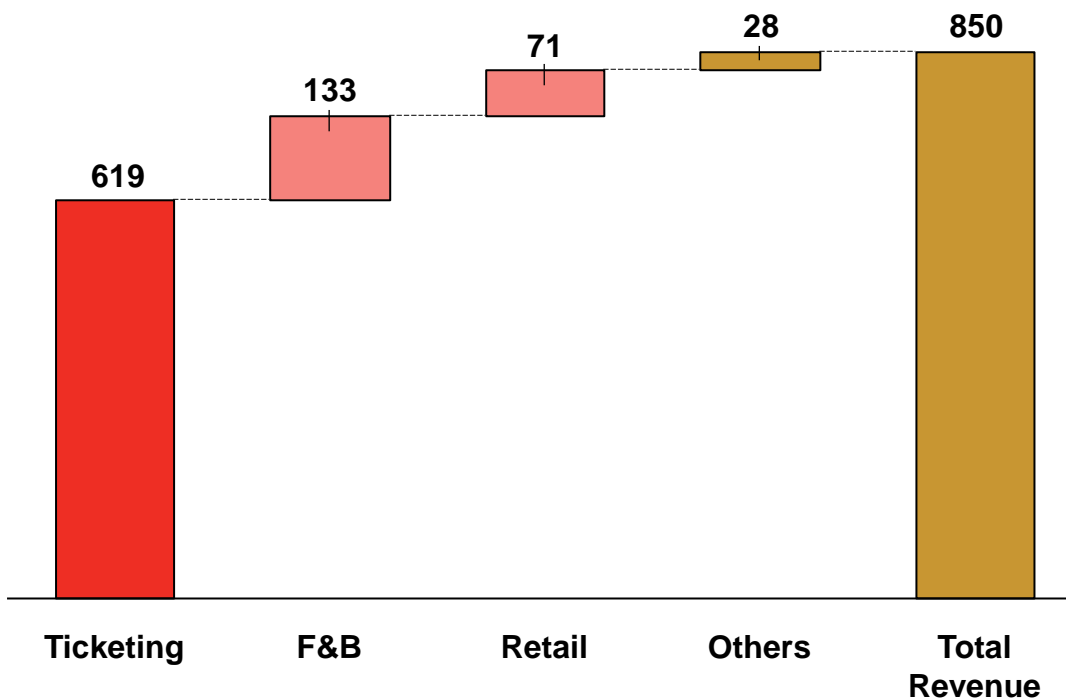


Total Revenue (in mn)

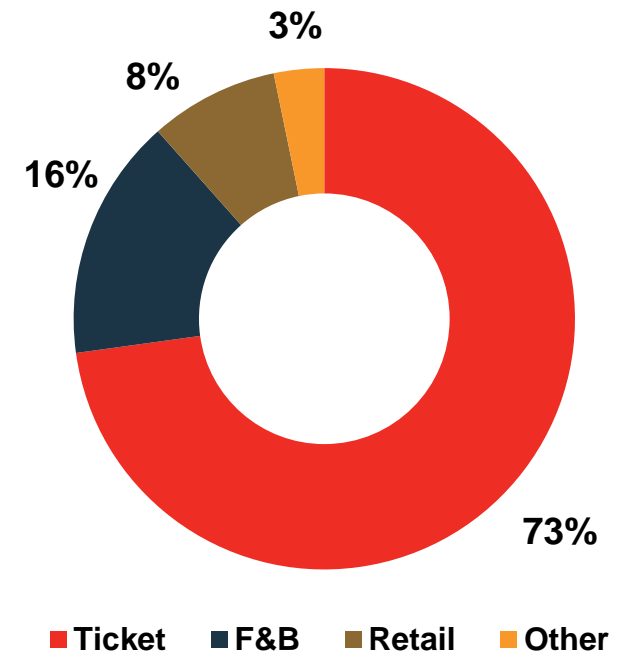


Revenue Break-up

Q1 FY16 Revenue Build-up (Rs. mn)



Q1 FY16 Revenue Break-up



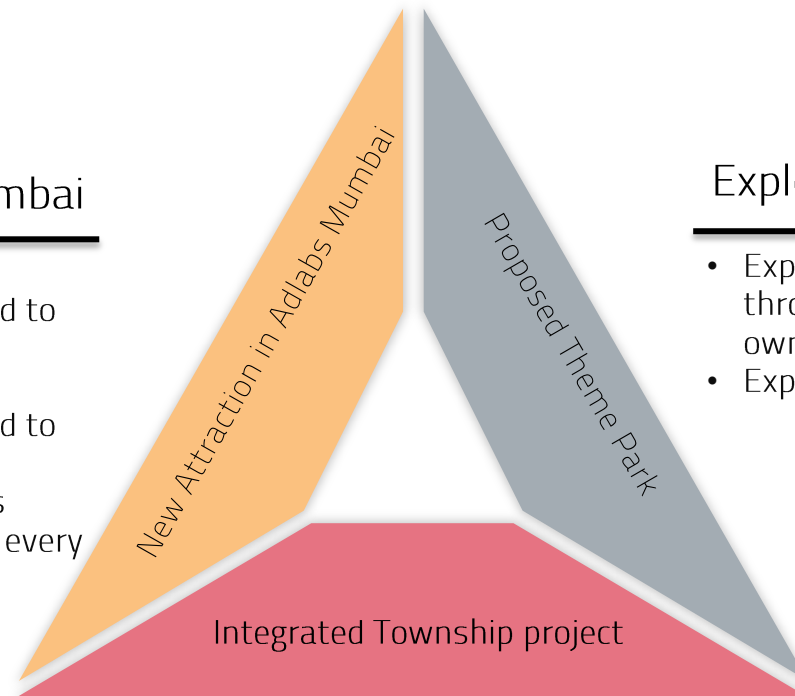
Indian Parks have 85-90% Ticketing Revenue Potential to increase non-ticketing revenue by way of Sponsorship, F&B and Retail Merchandise Sales

Medium Term Strategies



New Attraction at Adlabs Mumbai

- Snow Park – (Revenue sharing arrangement with no Capex). Expected to be operational by Dec '15.
- Adventure Park – (Revenue sharing arrangement with no Capex). Expected to be operational by Apr '16.
- To add 3-4 rides over the next 5 years including one major ride or attraction every two years



Exploring Theme Parks

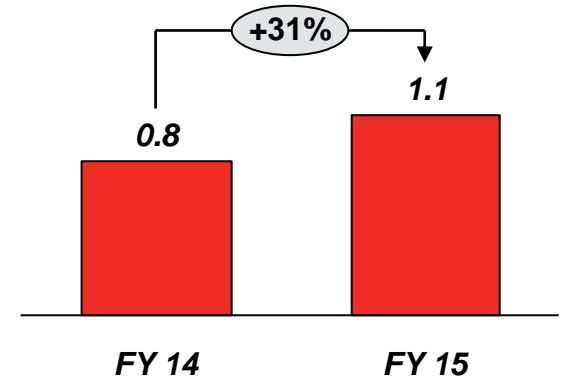
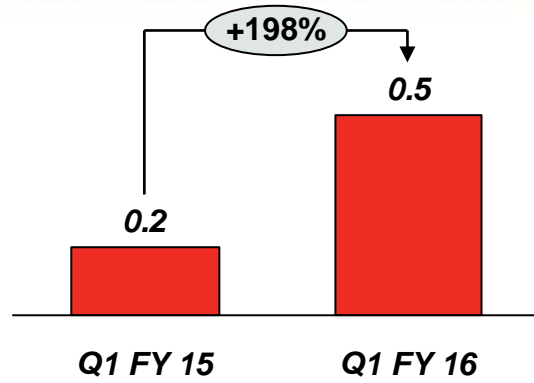
- Exploring Theme park project through a JV model with land owners in Hyderabad
- Exploring options in Delhi NCR

Monetization of Real Estate - Khapoli

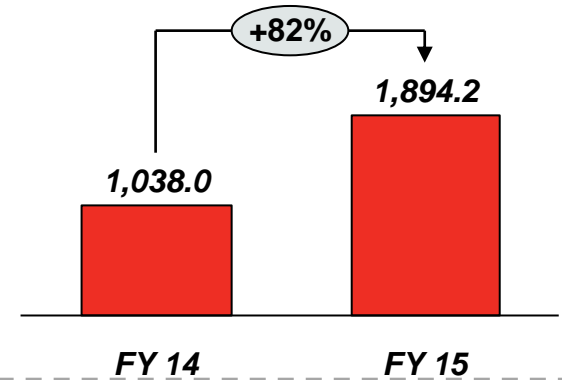
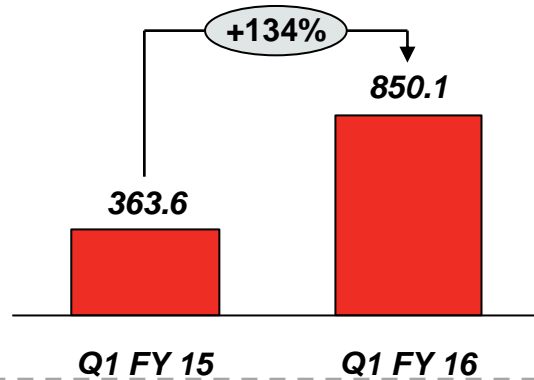
- Development of a township project at Adlabs Mumbai on the 170 acres of surplus land through a wholly owned subsidiary
- Opportunity to generate high cash flow

Key Financial Highlights

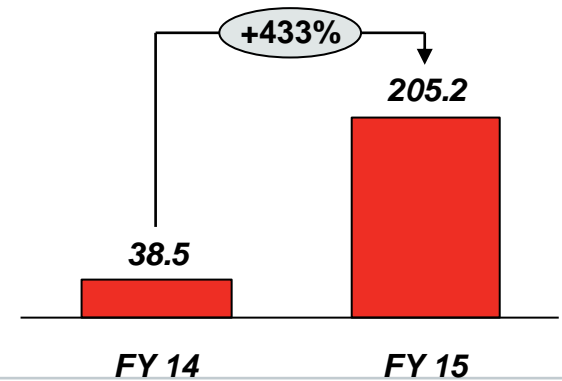
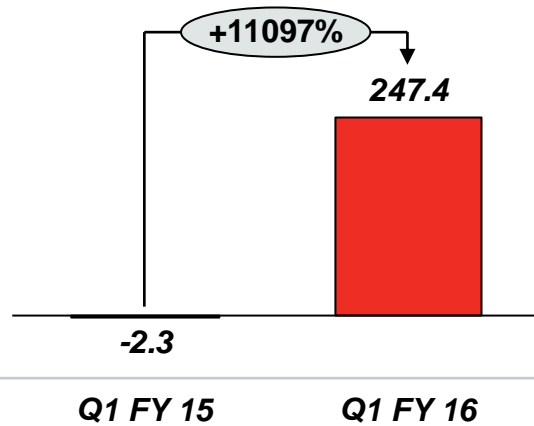
Footfalls (nos. in mn)



Revenues



EBITDA



*Figures in INR mn

Quarterly Highlights

- Achieved cash profit for Q1 FY 16.
- Price sampling model was very successful: Our product Happy Tuesday has been a great success, with a 30 % reduction in price on a Tuesday we were able to achieve a visitor growth of over 300% on Tuesday.
- Aggressive activation of Gujarat had lead to a 24% footfall for Q1 FY 16.
- We have augmented the travel agents no. from around 950 in Jan '15 to over 3500 agents, off which about 1100 agents since Apr '15 itself.
 - This sales network performed extremely well on Q1 and contributed about 15% of footfalls in Q1 (approx. 81,000 tickets against 23,000 is the previous corresponding quarter)
- We are ready launching our hotel Novotel Imagica Khopoli in August.
- Debt reduced by Rs. 2,483 million post pre-payment of loans from money raised through IPO thereby reducing interest outgo.

Quarterly Profitability Statement



Particulars (Rs. mn)	Q1 FY16	Q1 FY15
Footfall	539,187	181,056
Revenue	850.1	363.7
Raw Material	74.8	28.2
Advertisement, sales and marketing expenses	193.1	96.8
Employee benefits expense	154.7	110.3
Repairs and Maintenance	42.5	18.4
Power, fuel and water	41.8	28.1
Other expenses	95.8	84.2
EBITDA	247.4	(2.3)
EBITDA Margin	29.1%	(0.6%)
Other Income	28.5	1.3
Depreciation	207.8	183.8
Finance Cost	259.8	282.2
Profit Before Tax	(191.7)	(467.1)
Tax	43.5	180.2
Profit after Tax	(148.1)	(286.8)
Cash Profit	59.6	(103.0)

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	Mar-15	Mar-14
Shareholder's Fund	7,094.6	3,136.4
Share Capital	799.0	484.6
Reserves & Surplus	6,295.7	2,651.8
Non-Current Liabilities	10,414.4	10,895.9
Long Term Borrowings*	10,393.5	10,880.4
Long term provisions	20.9	15.4
Current Liabilities	2,531.1	970.1
Short Term Borrowings	840.0	520.0
Trade Payables	284.1	146.9
Other Current Liabilities	1,401.1	302.7
Short-term provisions	5.9	0.6
Total Equity & Liabilities	20,040.1	15,002.4

Rs. mn	Mar-15	Mar-14
Non-Current Assets	15,636.4	14,191.7
Fixed Assets	14,733.2	13,944.6
Non-Current Investments	4.2	0.0
Other Non-Current Assets	107.7	103.6
Deferred tax assets (net)	791.5	143.5
Current Assets	4,403.7	810.7
Inventories	105.2	49.5
Trade Receivables	58.9	6.3
Cash and Bank Balances	3,935.7	355.8
Short-term Loans and Advances	3.8	2.1
Other Current Assets	300.1	397.1
Total Assets	20,040.1	15,002.4

Outstanding debt as on 30th June, 2015 is Rs. 8,746.9 mn post pre-payment of Rs. 2,483 million

Utilization of IPO Proceeds

As on 30th Jun 2015

Particulars		Amount Rs. mn	Particulars (Rs. mn)	Utilization Planned	Amount Utilized	Amount Pending Utilization
A	Fresh Issue	3377.4	Partial repayment or pre-payment of Debt	2,700.0	2,483.0	217.0
	Offer for Sale	368.6	Issue Expenses	303.9	245.0	58.9
B	Initial Public Offering	3746.0	General Corporate Purposes	373.5	332.0	41.5
	Less: Offer for Sale portion	368.6	Total	3,377.4	3,060.0	317.4
C	Total Net Fund Raised	3377.4				

Positive Momentum

Positive momentum continues in July 2015 also.

Highest single day footfall of 17,250 achieved in FY 16

We have initiated marketing coverage beyond catchment through Television campaigns

Exciting Current Trends

Hotel to be launched in August 2015, will boost the demand from corporates, travel agents and provide a overnight option for out of catchment visitors

Over 1650 agents added since Apr '15.
Total Agents base over 3500.
Q1FY 16 Sales from Travel agent has grown by over 3X over Q1 FY 15.

30 new sales officers & 3 Sales reps added



For further information, please contact:

Company :

Adlabs Entertainment Ltd.
CIN: U92490MH2010PLC199925

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rajesh.kalro@adlabsentertainment.com

www.adlabsimagica.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

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