

**ADLABS** Entertainment Limited

January 28, 2016

<b>The Manager</b> <b>DCS - CRD</b> <b>BSE Limited</b> Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <b><u>BSE Scrip Code: 539056</u></b>	<b>The Manager</b> <b>Listing Department</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <b><u>NSE Scrip Symbol: ADLABS</u></b>
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Dear Sirs,

**Sub: MEDIA RELEASE**

We enclose herewith the media release dated January 28, 2016 being issued by the Company which is self explanatory.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,  
For **Adlabs Entertainment Limited**

*Madhulika*

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

**Adlabs Entertainment Ltd reports Q3 results. Footfalls grow by 23%, Revenues up at Rs. 73 crores, EBITDA at Rs. 14.78 crores**

**Mumbai, January 28th, 2016:** Adlabs Entertainment Limited owns and operates two parks, namely Imagica Theme Park (Adlabs Imagica), Aquamagica Water Park (Adlabs Aquamagica) and a family hotel Novotel Imagica Khopoli announced its unaudited Financial Results for the quarter & nine month ended December 31st, 2015.

**Performance highlights for the quarter ended December 31st, 2015:**

- Footfalls increased by 23% to 4,49,621 as compared to 3,67,019 in Q3FY15.
- Revenues increased by 8% to Rs. 73.2 crore, as compared to Rs. 67.9 crore in Q3FY15.
- EBITDA increased by 9% to Rs.14.78 crore, as compared to Rs.13.53 crore in Q3FY15.

**Standalone Financials at a Glance:**

Rs. Crores	Q3 FY16	Q3 FY15	% change	9MFY16	9MFY15	% change	FY15
<b>Combined Footfall (nos.)</b>	4,49,621	3,67,019	23%	12,36,931	7,64,202	62%	10,64,493
<b>Revenue</b>	73.2	67.9	8%	195.41	139.99	40%	189.4
<b>EBITDA</b>	14.78	13.53	9%	33.26	16.84	98%	20.5

\* Note: These are abridged financial highlights. For details please refer to published results.

Commenting on the results, **Mr. Kapil Bagla, CEO, Adlabs Entertainment Limited** said:

The footfalls to both the parks, Imagica and Aquamagica put together in this quarter stands at 4.49 lacs vs. 3.67 lacs, signifying a growth of 23% on YoY basis. We are also happy to share with you that on 27th Dec, we entertained the highest single day footfall of 14,128 in Imagica.

The Revenues for Q3 stands at Rs. 73.2 crores vs. Rs. 67.9 crores in the previous year, signifying the growth of 8% on a YoY basis. Consequently the EBITDA for Q3 is Rs. 14.78 crore vs. EBITDA Rs. 13.53 crore in the corresponding Quarter of last year showing a growth of 9%.

On a 9 monthly basis, the revenue for nine months of FY16 stands at Rs.195.41crore, vs. Rs. 139.99 crores in the previous year signifying the growth of 40% on a YoY basis. Consequently the EBITDA for nine months of FY16 is Rs. 33.26 Crores vs. Rs. 16.84 crores\_in the previous year signifying the growth of 98%.

We are extremely enthused by the performance of our Hotel Novotel Imagica for Q3 the average occupancy of the hotel stood at a healthy 75% at an average Room ARR was Rs. 5800+. Novotel Imagica has been able to establish a niche in the MICE, Leisure and social event segments of the markets in the region. This further establishes our positioning as a "Holiday destination". The Hotel has consistently generated an excellent customer feedback and reviews.

In December we achieved the milestone of entertaining 3 million guests in our parks in 2.5 years since the launch of Imagica in 2013, probably the fastest and highest ramp-up of any outdoor destination in the country.

#### **About Adlabs Entertainment Limited**

Adlabs Entertainment Limited owns and operates two theme parks, namely Adlabs Imagica & Adlabs Aquamagica – Water Park and is developing a 287 keys family hotel – Novotel Imagica.

*Imagica* is India's first and only International standard Theme Park, offering fun, action, entertainment, dining and shopping at a single location. It's an all-weather theme park spread over 132 acres with 25 rides and attractions targeted at visitors of all age groups along with 5 themed restaurants and Retail & Merchandise stores selling Imagica branded merchandise. The Theme Park became fully operational on November 1, 2013.

*Aquamagica* is India's first international standard water park located adjacent to the theme park. Built in the Mykonos theme from the land of Greece, Aquamagica has 14 thrilling rides and 7 exquisite restaurants. Aquamagica became operational on October 1, 2014.

Our 287 keys family hotel, named *Novotel Imagica Khopoli* is located adjacent to our parks. The first phase comprising of 116 keys and the majority of the public facilities, opened on 16<sup>th</sup> September 2015.

### **Safe harbor statement**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

### **For more Information, please contact:**

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