

May 15, 2024

BSE Limited Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai - 400 001 <u>BSE Scrip Code: 539056</u>	National Stock Exchange of India Limited Exchange Plaza, Plot no. C/1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai - 400 051 <u>NSE Scrip Symbol: IMAGICAA</u>
---	---

Dear Sir/Madam,

Sub.: Press Release

We enclose herewith a press release titled "Introduction of New Indoor AC Themed Attraction at Wet'n Joy Amusement Park, Lonavala".

The above is for your information and records.

Thanking you,

Yours faithfully,

For Imagicaaworld Entertainment Limited

Reshma Poojari
Company Secretary & Compliance Officer

Encl: As above

Imagicaaworld Entertainment Limited



Imagicaaworld Entertainment Limited

Introduction of New Indoor AC Themed Attraction at Wet'n Joy Amusement Park, Lonavala

Mumbai: 15th May 2024: Imagicaaworld Entertainment Limited, one of India's leading entertainment companies, announces the launch of a New Marquee Attraction - '**You are the Star**' at Wet'n Joy Amusement Park in Lonavala, which is now part of the listed entity starting FY 24-25.

About the Attraction – 'You are the Star'

*A **90-seater theatre** where guests dive into the enchanting world of filmmaking adventure in **three different stages** suitable for all age groups.*

***In Stage 1**, adventurers embark on a thrilling journey inspired by Jurassic World, navigating a Dino Park and evading relentless dinosaur pursuit as they aim to escape, along with experiencing the Chroma screen effect.*

***Stage 2** turns guests into Foley artists, witnessing the magic of sound effects being added to Stage 1 footage. Roaring dinosaurs, terrified screams, and thunderous vehicle rumble elevate the cinematic adventure, using unconventional equipment for an unforgettable experience.*

***Stage 3** concludes with the creation of a complete movie, seamlessly integrating camera footage and music. This final stage offers a comprehensive look into filmmaking, empowering guests to immerse themselves fully in the creative process.*

Commenting on the same, Mr. Jai Malpani, Managing Director, Imagicaaworld Entertainment Limited said,

"We are delighted to announce the launch of a new attraction at Wet'n Joy Amusement Park in Lonavala. This attraction will provide a unique experience to guests of all ages. This IP based content can also be leveraged across our other parks, potentially enhancing the guest experience with fresh offerings.

This is the first of many attractions which the Company has planned across the recently integrated Wet'n Joy and Sai Teerth parks. This attraction is part of the Rs. 25 Crores capex done by Giriraj Enterprise before the acquisition of park by Imagicaaworld Entertainment. Going forward, multiple attractions of this nature are in the pipeline to be added which are expected to incrementally increase footfalls in these locations.

We are dedicated to enhancing the overall guest experience by continuously striving to exceed expectations in every aspect of our operations.”

Snapshot of the Attraction

‘You are the Star’



About Imagicaaworld Entertainment Limited

Imagicaaworld Entertainment Limited (BSE: 539056; NSE: IMAGICAA) own's and operates Imagicaa - one of India's leading holiday destinations and offers a gamut of interesting experiences through its portfolio of parks which now include an all weather Theme Park in Khopoli, Water Parks in Shirdi, Lonavala, Khopoli, and Surat, an Amusement Park in Lonavala, and a unique religious theme park in Shirdi. With a steadfast commitment to excellence and innovation, we continuously redefine the leisure experience, setting new industry standards.

For more information, contact:

Company : Imagicaaworld Entertainment Limited

Mr. Khelan Shah

E-mail: khelan.shah@imagicaaworld.com

Investor Relations : Strategic Growth Advisors

Mr. Ayush Haria / Ms. Ami Parekh

Contact: +91 98204 62966 / +91 80824 66052

E-mail: ayush.haria@sgapl.net / ami.parekh@sgapl.net

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.