

April 4, 2016

<p><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></p>	<p><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></p>
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Dear Sirs,

**Sub: MEDIA RELEASE**

We enclose herewith the media release dated April 4, 2016 being issued by the Company which is self explanatory.

This may also be treated as intimation pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,

**For Adlabs Entertainment Limited**

*Madhulika*

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



## Adlabs Imagica gets *interesting* with a Brand Refresh

*A new corporate identity for the popular all season family holiday destination*

**Mumbai, 4<sup>th</sup> April, 2016:** Just ahead of summer vacation, Adlabs Entertainment Ltd (Adlabs) refreshed its brand promise with a one brand one destination approach. The Theme park, Water park and the soon to be launched Snow park all have a new identity now under the brand name IMAGICA.

Adlabs Entertainment Limited – which has its flagship brand IMAGICA, unveiled its new branding at Khopoli, highlighting the promise of being a very interesting destination. The new logo represents Imagica as a one stop holiday destination, bringing all its brands under a single Brand name, 'Imagica', with the tag line 'Badi Interesting jagah hai'

The refreshed brand communication positions IMAGICA as an *interesting place* and the tag line elucidates the underlying message.



### **New Logo**

The Imagica logo has 3 distinct elements, the stars represent the theme park, the splash of water represents the water park and the snowflakes represent the snow park. The soon- to –be- launched snow park will also be India's largest Snow Park.

**Mr. Kapil Bagla, Chief Executive Officer, Adlabs Entertainment Limited** said, "In over 3 years, we have seen people come in anticipation and go back smiling with a lot of happy moments etched in their memories. We have a scarcity of entertainment options across India, and Imagica has been created to fulfil this requirement. We want our consumers to not merely visit a park, instead enter a magical destination that is sure to mesmerize and get them back again for more."

There have been over 3.5 million guests who have experienced the parks, and Imagica has won several accolades in the industry within a short span of time. It recently won TripAdvisor's pinnacle award - the Traveller's Choice, India's Most

Trusted Brand in the Theme Park category and the runner up for Indian Association of Amusement Parks & Industries' (IAAPI) Most Innovative Ride.

### **IMAGICA BRAND FILM**

The new IMAGICA brand film, has a quirky take on how human beings are a lucky species and get to do so many interesting things in life. IMAGICA uses this story to establish itself as “Badi Interesting Jagah” in a fun way.

**Mr. Harjeet S Chhabra, Chief Marketing Officer, Adlabs Entertainment Limited** said, “The refreshed brand promise will establish IMAGICA as a unique and interesting destination. We are not in the business of theme parks. We are in the business of feeding people’s imagination with magical experience at the park. We are focused and committed towards delivering a magical day that will be etched in the memory of our guests forever

Imagica believes that in today’s fast paced life, a vacation is one of the most memorable experiences, which should be enjoyed with family and friends belonging to every age group. The holiday destination, which boasts of Novotel Imagica, a luxury hotel, Imagica theme park, Imagica water park and Imagica snow park, makes it one of the best and most interesting family holiday destinations in India.

### **About Adlabs Entertainment Ltd.**

Adlabs Imagica is a project of Adlabs Entertainment Limited (AEL), promoted by Mr. Manmohan Shetty. Imagica is one of India’s leading holiday destinations and offers a gamut of interesting experiences in one place through its theme park, water park, snow park and hotel. The group has assembled an experienced team for development and implementation of the projects. With Imagica, Adlabs Entertainment Limited has created an all weather family entertainment destination that provides unique experiences to its guests.

### **For further information, please contact:**

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