

ADLABS Entertainment Limited

July 28, 2016

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

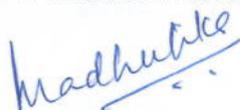
Sub: MEDIA RELEASE

We enclose herewith the media release dated July 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 Rawat
Company Secretary and Compliance Officer
(Membership No. A21728)

Adlabs Entertainment reports Cash Profit in Q1. Revenues up 7.5%, EBITDA up 22.5%

Mumbai, July 28th, 2016: Adlabs Entertainment Limited operates Imagica – Theme Park, Water Park, Snow Park and a family hotel Novotel Imagica Khopoli announced its unaudited Financial Results for the Quarter ending 30th June 2016.

Performance highlights for the Quarter ended June 30th, 2016:

- Revenues increase by 7.5% to Rs. 85.95 crore vis-a-vis Rs. 80.01 crore in Q1FY16.
- EBITDA increase by 22.5% to Rs. 30.23 crore vs. EBITDA Rs. 24.72 crore in the FY16.
- Achieved Cash profit in Q1.
- Footfalls of the parks, Theme park, Water Park and Snow Park put together stand at 5.15 lacs, vis-a- vis 5.39 lacs in Q1FY16.

Standalone Financials at a Glance:

Rs. Crores	Q1 FY17	Q4 FY16	% change	FY16
Combined Footfall (nos.)	5,15,555*	5,39,187	-4%	15,54,199
Revenue	85.95	80.01	7.5%	252.39
EBITDA	30.23	24.72	23%	40.20

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

* Footfalls include Theme Park, Water Park and Snow Park

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

The Revenues for Q1FY17 stands at Rs. 85.95 crores vis-a-vis Rs. 80.01 crore in the Q1FY16, signifying the growth of 7.5% on a YoY basis. The EBITDA for Q1 was Rs. 30.23 crore verses EBITDA Rs. 24.72 crore in the corresponding Quarter showing a growth of 22.5%. The EBITDA margins have improved to 35% from 30% in the last year. For the first time in this quarter we have achieved Cash profit of Rs. 0.51 lacs.

In this quarter we have been able to increase our overall realisation (ARPU) by 18%, The ticketing ARPU is up by 21% and the gross realisation including service tax is up by approx. 35%. Further the non-ticketing ARPU has also grown by 11%.

Hotel Novotel Imagica continues with its good performance in Q1 as well with the average occupancy at 87% and the average ARR stood at 6,800+.

The Imagica Snow Park, which was launched in April have received a great response from the guest. We have been able to add 21% of the footfalls to the Snow Park.

About Adlabs Entertainment Limited

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. With Imagica, Adlabs Entertainment Limited has created an 'all weather entertainment destination' that provides unique experiences to its guests. Located conveniently off the Mumbai-Pune Express Highway, Adlabs Imagica is just a happy drive away from Mumbai and Pune.

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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Strategic Growth Advisors Pvt. Ltd.

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