

August 3, 2015

<p>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></p>	<p>The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, 5th 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></p>
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Dear Sirs,

Sub: MEDIA RELEASE

We enclose herewith the media release dated August 3, 2015 being issued by the Company which is self explanatory.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,
For **Adlabs Entertainment Limited**


Ghanshyam Jhala
Company Secretary
(Membership No: A22633)

Adlabs Entertainment Ltd Reports Strong Performance in Q1FY16

Revenues at Rs. 85.01 crores, up 134%; EBITDA at Rs. 24.75 crores.

Mumbai, August 3, 2015: Adlabs Entertainment Limited, owns and operates two parks, namely Imagica Theme Park (Adlabs Imagica), Aquamagica Water Park (Adlabs Aquamagica) and building a 287 keys family hotel to be managed under the name Novotel Imagica Khopoli announced its unaudited Financial Results for the quarter ended June 30, 2015.

Performance highlights for the quarter ended June 30, 2015:

- Footfalls increased by 198% to 5,39,187 as compared to 1,81,056 in Q1FY15.
- Revenues increased by 134% to Rs. 85.01 crores, as compared to Rs. 36.37 crore in Q1FY15.
- EBITDA increased to Rs. 24.75 crores, as compared to a loss of 0.22 crore in Q1FY15.

Standalone Financials at a Glance:

Rs. Crores	Q1 FY16	Q1 FY15	YoY change	FY15	FY14	YoY change
Combined Footfall (nos.)	5,39,187	1,81,056	198%	1,064,493	814,924	31%
Revenue	85.01	36.37	134%	189.42	103.80	82%
EBITDA	24.74	(0.22)	11097%	20.52	3.85	433%

* 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:

“We are happy to report strong quarterly performance for FY1516 during which combined footfall at our parks grew by 198%. Consequently our revenues have grown by 134% and our EBITDA for Q1 is more than the EBITDA achieved in full FY1415. As envisaged the theme park and the waterpark are complimenting each other and working extremely well as a combination. **Imagica** is focused on attracting children, families, and groups and corporate and **Aquamagica** is focused on attracting the youth and college segments and together both parks covering all

segments of the customers. We are seeing great response from our promotional and marketing activities and new properties of Happy Tuesdays and Lazy Sundays. All our sales channels activation is looking promising with a multi-city expansion of sales agents with expansion in our reach across India. Further we have pre-paid approx. Rs. 250 crores of debt with the funds raised in our IPO and we now have comfortable debt to equity ratio and our interest outgo has also reduced.

Our hotel **Novotel Imagica Khopoli** is on the verge of launching in August and we are already seeing encouraging advanced bookings by corporate for their MICE and social events. Once the Hotel is operational we will become a complete Integrated Holiday Destination in India.

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, is scheduled to be launched in August 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:**Adlabs Entertainment Limited**

CIN: U92490MH2010PLC199925

Mr. Rajesh Kalro

Email: rajesh.kalro@adlabsentertainment.com**Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaia / Mr. Sudeep Chatterjee

Email: kjigar@sgapl.net / csudeep@sgapl.net**Or Adfactors PR, Mumbai**

Ms. Divyata Kalhans

Divyata.Kalhans@adfactorspr.com / Seriza.dsouza@adfactorspr.com

9910069384 / 9920636980