



theme park • water park • snow park • hotel

September 24, 2018

<p><b>The Manager</b> <b>DCS - CRD</b> <b>BSE Limited</b> PhirozeJeejeeboy 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, BandraKurlaComplex, 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 September 24, 2018 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. F8765)

Adlabs Entertainment Ltd.

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Corporate Identity Number (CIN): L92490MH2010PLC199925 Website: [www.adlabsimagica.com](http://www.adlabsimagica.com) Email: [info@adlabsentertainment.com](mailto:info@adlabsentertainment.com)

## **Adlabs Entertainment Limited to develop and operate a new entertainment park in Amaravathi, Andhra Pradesh**

**Mumbai, September 24, 2018:** Adlabs Entertainment Ltd. (Adlabs) has signed an MOU with Riverbay group, to develop and operate a new entertainment park in Amaravathi, Andhra Pradesh. The said park is strategically located in Andhra Pradesh government's new planned capital, Amaravathi.

Adlabs will provide its expertise and IP to develop the new park, while the capital will be contributed by Riverbay. Adlabs would also operate and maintain the park for which it will receive a revenue share.

The new park would be the first park in the planned capital of Andhra Pradesh and will expand Imagica's brand presence in southern India.

According to Mr. Dhimant Bakshi, Jt. CEO, Adlabs Entertainment Ltd, "This new format ensures a higher revenue generation for Adlabs without the need for incurring any capex, further helping the company in its plans to grow and expand its brand presence across the country". He added, "With this association we continue our endeavour is to sweat our unique IPs and ensure that brand Imagica reaches every household."

### **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:**

#### **Adlabs Entertainment Limited**

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Or Adlabs PR, Mumbai

Ms. Asmita Chattopadhyay