



theme park • water park • snow park • hotel

August 05, 2021

The Manager
DCS - CRD
BSE Limited
Phiroze Jeejeeboy Towers
Dalal Street, Fort,
Mumbai- 400 001
Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 539056

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
NSE Scrip Symbol: IMAGICAA

Dear Sir/Madam,

Sub: Press Release of Imagicaaworld Entertainment Limited (Formerly known as Adlabs Entertainment Limited)

This is to inform that Imagicaaworld Entertainment Limited has launched Virtual Queuing App for its Entertainment Parks which will provide easy access on the mobiles of the visitors and help to minimise queuing time and ensure physical distancing.

A Press Release issued by the Company in this regard, is enclosed for your information and records.

Thanking you,

Yours faithfully,

For Imagicaaworld Entertainment Limited
(formerly known as Adlabs Entertainment Limited)

Divyata Raval
Company Secretary & Compliance Officer
(Membership No. A28741)

Encl: As above

Imagicaaworld Entertainment Limited

(Formerly known as Adlabs Entertainment Limited)

Regd. Office: 30/31, Sangdewadi, Khopoli-Pali Road, Taluka Khalapur, District Raigad-410 203. T: +91-2192-279 900 F: +91-22-4068 0088
Corporate Office: 9th Floor, Lotus Business Park, New Link Road, Andheri West, Mumbai-400 053. T: +91-22-4068 0000 F: +91-22-4068 0088
Corporate Identity Number (CIN): L92490MH2010PLC199925 • Website: www.imagicaaworld.com • Email: contactus@imagicaaworld.com



Imagicaaworld launches Virtual Queuing App for Entertainment Parks

Mumbai, 5th Aug, 2021: Imagicaaworld Entertainment Limited (IMAGICAA), India's leading Holiday and Family entertainment destination, has **launched Virtual Queuing App for Entertainment Parks**. This innovative app will minimise queuing time and ensure physical distancing with easy to access on their mobiles. The App informs the guests of the waiting/queuing time for all the rides and attractions enabling them to go to rides with least waiting time and have better fun time at park.

Mr. Dhimant Bakshi, Jt. CEO, Imagicaaworld Entertainment Limited, said "We are extremely delighted to launch an in-house application as a pioneering effort to solve a unique problem in the midst of current pandemic. Apart from ensuring high standards of hygiene and safety including vaccinating entire Imagicaa team; we believe this innovation will enhance guest experience and physical distancing measures in a far better manner."

Imagicaa continues to take steps towards ensuring deliverance of highest quality entertainment with stringent hygiene and COVID-19 safety measures, including operating at 50% capacity in line with government guidelines on reopening.

Imagicaaworld is also working actively with IAAPI and government bodies to reopen its Theme and Water parks, which people are looking forward to as a preferred venue for outdoor recreation and entertainment. While awaiting SOP and directives on reopening from Maharashtra government, Imagicaaworld has launched a special offer for Independence Day the "**Imagicaa Fun Express Pack**", designed to ensure physical distancing with Express ride access, Food and Merchandise with flexible one year validity from park reopening date. This pack is available at a never before price of Rs. 930/- + GST for Theme Park and Rs. 750/- + GST for Water park. Both the packages can be booked from 7th August to 15th August, 2021.

Guest who pre-register for the offer on 5th-6th August, 2021 will get an assured gift voucher from Imagicaa after booking the Independence Day Offer. In addition to these Park packages, the Company is also offering Imagicaa Staycation Package starting from INR 7499 + GST for guests looking to combine park visit with Imagicaa Novotel stay.

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The entertainment destination looks to welcome visitors soon by providing a thoroughly safe and joyous experience on reopening. For more details, check Imagicaaworld website:

<https://www.imagicaaworld.com>

**For more Information, please contact:
Imagicaaworld Entertainment Limited**

CIN: L92490MH2010PLC199925

Imagicaaworld PR, Mumbai
Ms. Sanchita Attawar
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